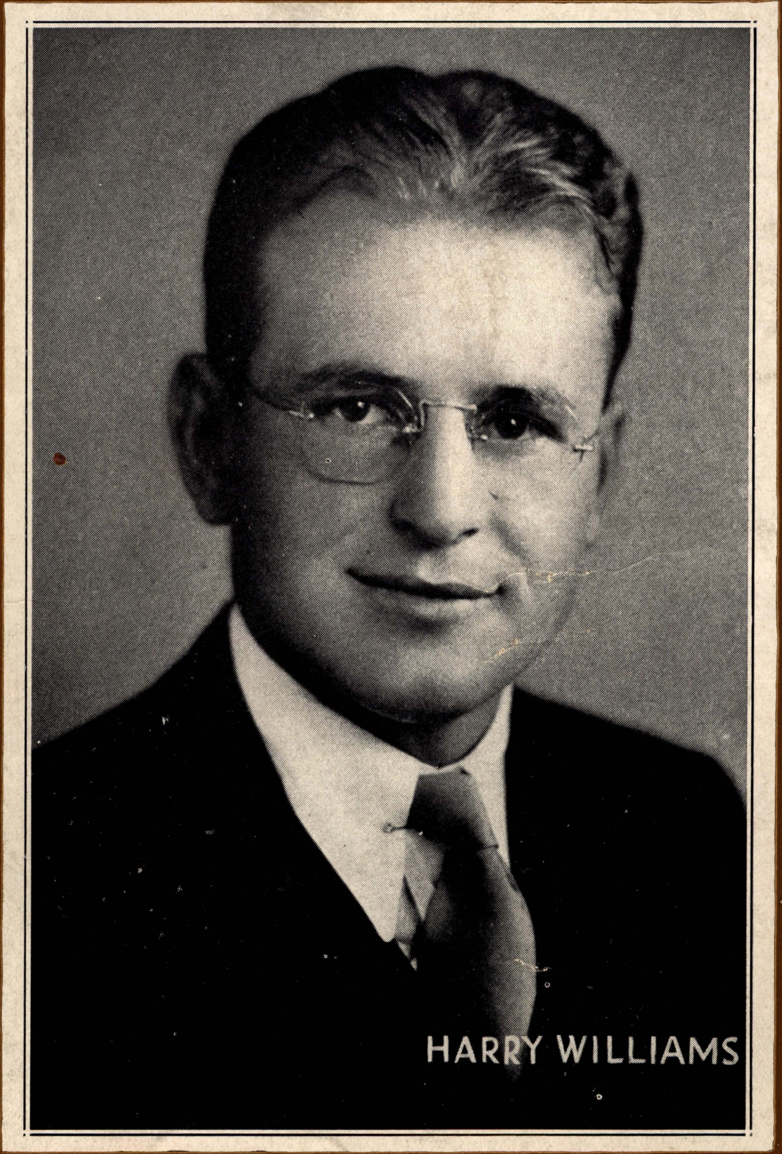
Pacific Coin Machine

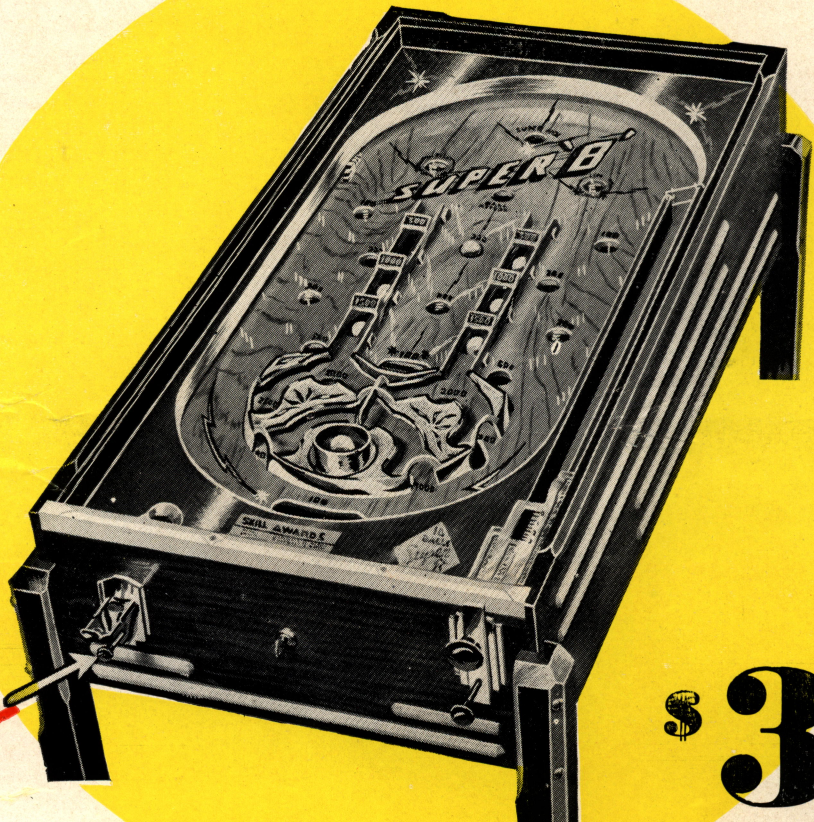
THE Review

VOL. 2 *The News Magazine of the Coin Machine Industry* NO. 4


HARRY WILLIAMS

October 1934

SUPER



The Magic Button That Gets The Extra Nickels

DE LUXE SIZE: 21″x41″

$39.50

F.O.B. AURORA, ILLINOIS TAX PAID

A Beautifully Designed De Luxe Cabinet

A precision built cabinet. Beautiful walnut lacquer finish. Quarter length natural finish bevel on all legs. Made like a fine piece of furniture, the SUPER 8 cabinet adds to the attractiveness of any location. You really have to see SUPER 8 to appreciate its beauty.

ORDER THE GAME WITH

STONER MANUFACTURING CO.

'8 Aristocrat Quality at a Popular Price!

A STONER CUSTOM BUILT GAME THAT ASSURES YOU of GREATER AND STEADIER PROFITS

Truly, the ARISTOCRAT of all games! Stoner's new sensation, SUPER '8 is breaking all money making records wherever placed on location! The many new and novel playing features of this SUPERIOR game intrigues and holds the player's interest. It is the type of game that the public will play for many, many months to come!

You Get These Outstanding Features in Super '8

- Positive action guaranteed by its very simplicity assures you of continuous service. Entire panel unit can be removed giving access to any part of the machine in about 30 seconds.
- Balls snapping in advance at one time.
- New progressive scoring ideas—thrills!
- Sub-Out ball return is a proven sensation.
- By skill alone can player advance the balls in either channel or both at one time. Bell rings when both channels snap in advance.
- Coin chute shows last two coins played.

Exclusive West Coast Agents and Distributors For SUPER '8

Advance Automatic Sales Co.
1082 Golden Gate Ave.
San Francisco, Cal.

Western Distributors
3126 Elliott Ave.
Seattle, Wash.

Electro Ball Co.
1200 Camp Ct., Dallas, Tex.

SUPER EARNING POWER!

328 GALE ST., AURORA, ILL.

★★★★★
EXTRA

Brunswick Journal

★★★★★
LATE RECORD EDITION

VOLUME LX — NEW YORK, SEPTEMBER 10, 1934. — NUMBER 1776

MELOTONE'S "NEW DEAL" PROGRAM RELEASES BING CROSBY AND GUY LOMBARDO RECORDS TO RETAIL AT 25 CENTS EACH

SOUTHAMPTON, L. I., Aug. 30.—A large audience attended the recital by Rafaelo Diaz, tenor of the Metropolitan Opera, and Miss Maria Serrano, coloratura soprano of the Chicago Opera Company, which was held this afternoon at the playhouse on the grounds of Three Chimneys, the home of Mr. and Mrs. Jeremiah D. Maguire. Mr. Diaz sang a group of songs by Strauss and songs by Dalgardillo, Laparra, Genet, Ronald, Rogers and Grever. Miss Serrano sang the "Queen of the Night" air from Mozart's "Magic Flute" and songs by Aubert, Durante, Respighi and La Forge. Together, Mr. Diaz and Miss Serrano sang duets from "Carmen" and "La Bohème." Frank Chatterton was at the piano.

Several luncheons preceded the recital and Mr. and Mrs. Maguire gave a reception and tea for the artists afterward.

Mrs. Stuart Duncan Preston gave a luncheon at Miramichi, her home in Great Plains Road, her party going later to the recital. Among her guests were Mrs. Newell W. Tilton, Mrs. Henry Pendleton Rogers, Miss Eleanor Swayne, Mrs. Rufus L. Patterson and Miss Eleanor Lawrence.

Another luncheon before the recital was given by Mrs. Robert Franklin Adams at the Meadow Club.

Prince and Princess Irbain-Khan Kaplanoff also gave a luncheon at Woodhull House, their home in First Neck Lane, going later to the recital.

"Roll, Sweet Chariot," the play by Paul Green, formerly entitled "Potter's Field" during a tryout engagement in Boston, will have its local première at the Cort Theatre on Wednesday evening, Sept. 19. Rehearsals were started yesterday under the direction of E. Stanley Pratt. The cast will comprise two white and eighty-eight Negro players and will include Frank Wilson, Rose McClendon and Warren Coleman. Margaret Hewes is the producer.

The Broadway première of "The Red Cat," by Rudolph Lothar and Hans Adler, formerly scheduled for Sept. 17, will take place instead on

The National Fascist Militia Band, hastily retitled, it appears, since the advance notices last week advertised it as "Mussolini's Black Shirt Band," gave the first of three concerts last night at Carnegie Hall under the direction of Cav. Domenico Valenti. It played before an enthusiastic audience that filled the hall, and from box-office indications will good house tonight and a audience for tomorrow night. band, unlike most ensembles, up in a semi-circle facing leader while playing.

ly sprinkled with po ard plainclothes men. Apart ever, from the orderly distribution of handbills outside the hall, emphasizing the political rather than the esthetic aspects of the band and signed by various organizations, including the Young People's Socialist League and the American League Against War and Fascism, the concert proceeded like any other musical event.

there is not a moment when the film is uninteresting. Wilson ha experiences he never had befo He learns how to milk cows, how to toss hay onto a wagon and in a barn, and to whistle while he picks cherries, just to show that he is not eating any. And all the time he is invariably accompanied by

PITTSFIELD, Mass., Aug. 27.—"Fly Away Home," a new comedy by Dorothy Bennett and Irving White, was presented tonight by Theron Bamberger, in association with F. Cowles Strickland, at the Berkshire Playhouse, Stockbridge, where it will be seen all the week as the final play of the Summer dramatic season. Donald Brian, Vera Allen, and Gage Clark are

SALZBURG, Aug. 30.—Although the Salzburg festival has several days to run, there are many who regarded tonight's third and last Toscanini concert as its real close, as it was indeed the crown and culmination of a month of magnificent music-making. Once more an immense audience acclaimed the conductor with an enthusiasm bordering at times on hysteria.

In a stage box sat Chancellor Schuschnigg, with several other high functionaries of the Austrian Government. Scattered through the house were a number of distinguished conductors, among them Bruno Walter, Otto Klemperer and Eugene Ormandy of the Minneapolis Symphony.

In the course of the evening one listener appealed to Walter to tell him why the results attained by Toscanini were so completely indescribable.

"Simply because his affection is indescribable," replied Walter.

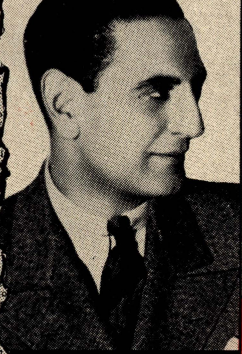
Toscanini's final program comprised Cherubini's "Anachreon" overture, Brahms's Third Symphony, Debussy's "Afternoon of a Faun," the "Queen Mab" scherzo from Berlioz's "Romeo and Juliet" and Respighi's orchestral version of the Bach Passacaglia. Although nothing could have surpassed the transparent, luminous beauty and rhythmic life of the conductor's Brahms reading, which emphasized the plastic rather than the heroic elements of the first movement, it was perhaps his incomparable presentation of Debussy's "Faun" and Berlioz's "Queen Mab" music which elicited the greatest excitement of the evening. The last, in particular, was like gossamer or thistledown in a virtuoso performance of the very first order.

At the close of the Bach number the shouting and stamping audience seemed reluctant to disperse. Repeatedly during the evening Toscanini summoned the players to share in the applause. Although the men of the Vienna Philharmonic were noticeably tired by the strain of intensive rehearsals and incessant performances, and although their duties in Vienna begin this Saturday, almost before the Salzburg festival concludes, their playing this last week has shown them to be perhaps the one European orchestra which can be compared with the American orchestras, with-

Making History in the Record Business

NEW MELOTONE RECORDS READY FOR DELIVERY

Guy Lombardo



GUY LOMBARDO RECORDS	
M13117	Riptide Little Dutch Mill
M13118	True By a Waterfall
M13119	Inka Dinka Doo Jungle Drums
M13120	Night On The Water This Time It's Love
M13121	You're Mine, You Did You Ever See A Dream Walking?
M13122	To morrow Shadow Waltz
M13123	You Oughta Be In Pictures How Do I Know It's Sunday?
M13124	Nothing But The Best Don't Blame Me
M13125	Annie Doesn't Live Here Anymore Shanghai Lil
M13126	I Raised My Hat Stay Out Of My Dreams

BING CROSBY RECORDS	
M13127	Black Moonlight Sweet Georgia Brown
M13136	Temptation Shadow Waltz
M13133	Little Dutch Mill Our Big Love Scene
M13131	Thanks Home On The Range
M13129	Once In A Blue Moon We're A Couple Of Soldiers
M13132	Beautiful Girl The Day You Came Along
M13128	Blue Prelude We'll Make Hay While The Sun Shines
M13134	Good Night, Lovely Little Lady Shadows Of Love
M13135	After Sundown Down The Old Ox Road
M13130	Let's Spend An Evening At Home Some Of These Days

Bing Crosby

WATCH FOR FURTHER RELEASES

Guy LOMBARDO
MELOTONE RECORDS

25¢ EACH

Bing CROSBY
MELOTONE RECORDS

Brunswick Record Corporation

Executive Offices 1776 Broadway—NEW YORK CITY • BRANCHES • *New York • Chicago • New Orleans • Dallas • San Francisco • Los Angeles*

Paul W. Blackford
Editor and Publisher

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Published at Los Angeles, California, during the first week of each month for distribution to every operator of coin controlled equipment in the eleven states west of the Rocky Mountains.

Novelty Importing Co. Offices

This is the impressive front of the showrooms and offices of the Novelty Importing Company in San Francisco. Mr. Leo Strickler, head of the firm, is one of the veterans of the coin machine business. He represents the Exhibit Supply Co., and carries a complete stock of hundreds of novelty items.

On The Cover

After working as a commercial artist for a number of years, Harry Williams recognized the future and possibilities of the coin machine business and, forsaking his artist position, he purchased ten All American baseball machines and started operating.

Three years ago he bought the Automatic Amusements Company and entered the jobbing field.

When Fred McClellan opened a Los Angeles office for the Pacific Amusement Manufacturing Company Harry supplied him with CONTACT—a game that was destined to become the outstanding pin game of all time. Together the two made the first games in a small factory on West Seventh street. From this small beginning the Pacific firm grew to commanding importance in the manufacturing end of the business.

Not content to rest on past laurels Harry went to work immediately on another game and brought forward SIGNAL—another instant success which Bally has purchased for manufacturing.

So appropriately we might say—"Little Man, What Now?" for Harry is a little man with big ideas. He is married, recently became a papa for the first time—a bouncing baby girl, too—just bought a new Chrysler airflow sedan—has a boat named CONTACT and a dog named SIGNAL.

•

MENTION THE REVIEW TO ADVERTISERS.

More Payouts, More Success?

CHICAGO—In the opinion of C. H. Eckhart, of the C. H. Eckhart Company, the more an operator pays out, the more of a success he will be.

Eckhart measures this by the fact that increased payouts always increase the play on machines and, consequently, the operator, jobber, location, manufacturer and player all profit.

Coin machines with a liberal payoff are long lived, he continued. This has been proven time and time again. The player is soon disgusted with tables whereon his chances for winning are reduced to a new minimum.

•

Sweet Young Thing (a trifle shocked): "You mustn't kiss me like that before we're married."

He: "Can I help it if I have no pep? I'm tired."

November 5

IS THE CLOSING DATE FOR THE NOVEMBER

REVIEW

•

COPY AND CUTS MUST REACH US BY THEN

REVIEW Offers Important and Complete License Information

LOS ANGELES—In this issue of THE REVIEW is presented for the first time, a complete license survey of the state of California showing the various license fees charged for the operation of pin and marble games, vending machines, and slot machines in the cities and towns of the state.

This vast amount of information has been accumulated by THE REVIEW editorial staff at considerable expense and it is presented in the hope that it will be of service to operators in various parts of the state who are considering changes or who are planning on expanding their operations into neighboring towns and cities.

Lack of space prohibits the publishing of the complete license information for all of the 11 western states but this survey will be published as space permits in future issues of THE REVIEW.

The information as printed in this issue, as well as in future issues, is fully protected by copyrights and reproduction of this matter in whole or in part is positively forbidden without the written permission of THE REVIEW publishers.

Exclusive News Coverage

THE REVIEW is the only monthly trade paper in the coin machine field maintaining a thorough and complete news gathering organization in the territory it covers.

REVIEW reporters are stationed in every part of the west and, in addition, a news bureau, supplying our readers with original and late news releases, is maintained in Chicago.

Huber Predicts Bright Future

CHICAGO—J. O. Huber, known as Joe to everyone in the coin machine business, emphatically states the sky is clear and an interesting fall and winter season lies ahead for enterprising operators.

Joe is one of the pioneers in the business and has advanced the industry in divers ways. He knows the past and believes the future holds a tremendous amount in store for those in the business.

He believes the more expensive games will permeate the pin-game field before very long. The reason for this is that the better grade machines will go into locations and stay a much longer time. Character counts in every human endeavor and the behavior of a machine means everything to a location. Machines must amuse, must cause concentration and must give a thrill and, above all—last. It has to be well made, not become a rattle-trap, to capture public fancy.

•

Reduction in Code Assessments

CHICAGO—Announcement of a 25 per cent credit refund on the August Code assessments paid by Industry members initiates a policy which the Code Authority members hope may be continued.

The refund is being made in the form of a credit memo issued to each company entitled to it.

•

Ellerman Joins Illinois Lock Co.

CHICAGO—Frank G. Ellerman, well known in the pin game industry, has joined forces as district sales manager of the Illinois Lock Company of Chicago. Given his choice of a new mahogany desk, he selected an old vintage promising to work up to the higher and more glossy finish. Folks hereabout say Ellerman sells locks first, last and all the time.

•

"Do you think we can squeeze in here?" he asked, as he entered a crowded bus with his big date.

"Dear," she whispered, "I think we'd better wait until we get home."

•

Dates Set For Chicago Show

CHICAGO.—Joe Huber, convention manager, announced this week that the 1935 Coin Machine Exposition will be held at the Sherman hotel February 18, 19, 20 and 21.

Plans are already going forward to make the 1935 exposition an outstanding success.

•

Buckley Going To Europe

CHICAGO—H. Parsons, vice-president of the Buckley Mfg. Co., believes that coin operated machines are gaining in service throughout the world.

At present Mr. P. J. Buckley, president of the firm, is planning a European trip to survey the field abroad and to look after business already being done in Europe.

"The future of coin machines is in the hands of the manufacturer, jobber and operator," Parsons declares. "Machines to be successful must be simple, accurate, durable and made for right dealings. To put out a machine before a great individual test has been made to protect the operator is like putting your good will in the till and I refuse to believe that manufacturers are doing that."

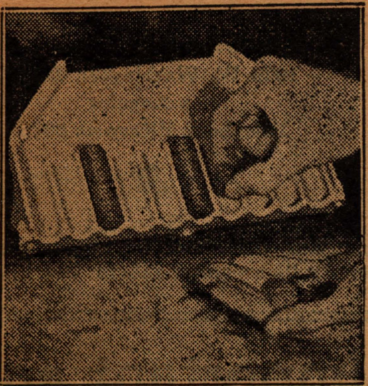
"Every day brings forth an added advantage for the pin game and coin-operated machines in general. We are joining hands with all to protect and further the industry."

•

He: "I thought you promised to save some of that liquor you had for me."

Him: "I tried to, but it ate through everything I put it in and I finally had to drink it."

Coin Counters



Penny size counts **10c to $5**
Nickel size " **50c to $12**
Price. **$1.75** each, postpaid

Tubular and Flat Coin Wrappers

Penny or Nickel Size
$1.00 per 1000, postpaid

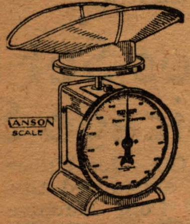
Collection Record Books

5¢ each—
Free Sample on Request

We Have Everything for the Operator

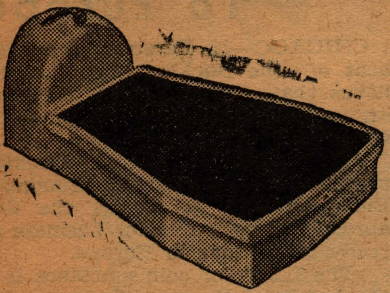
GOOD LOCKS	GLASS GLOBES
COIN SLOTS	Wall BRACKETS
PLUNGERS	CANDY
BALL GUM	PEANUTS
PRIZE GUM	Etc.

QUICKEST WAY
Of Counting Pennies—
Tells instantly amount
of pennies in tray.


HANSON
SCALE

$8.50

With Strong Carrying Case
$10.50



Bathroom Scale

Assorted Colors
Guaranteed 5 Years
$3.50

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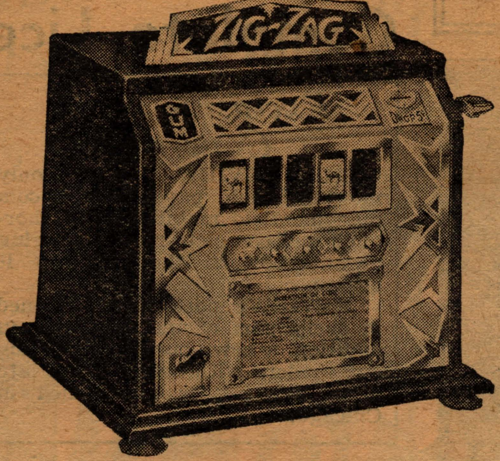
Operate Groetchen Built Machines and Eliminate Trouble Calls

America's Greatest Cigarette Trade Stimulator



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Instant Hit with Players
Made in Two Models
$17.50 and **$18.75**
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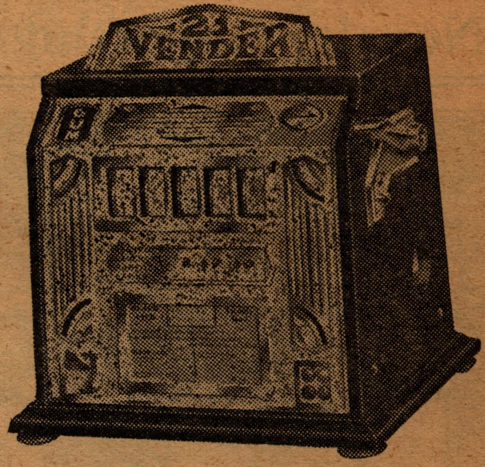
A Double Ironclad Guarantee That Your Investment Will Be A Good One

"21" VENDER

5 Reel Black Jack Machine



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Fabulous Earnings

Built for Years of Hard Service

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IMMEDIATE SHIPMENT

GREAT VALUES IN GOOD USED EQUIPMENT:

Seeburg's "Sportsman" Merchandiser
Good As New—$95.00 (Original Cost $275.00)

Iron Claws Model E, perfect shape.............. **$38.50**

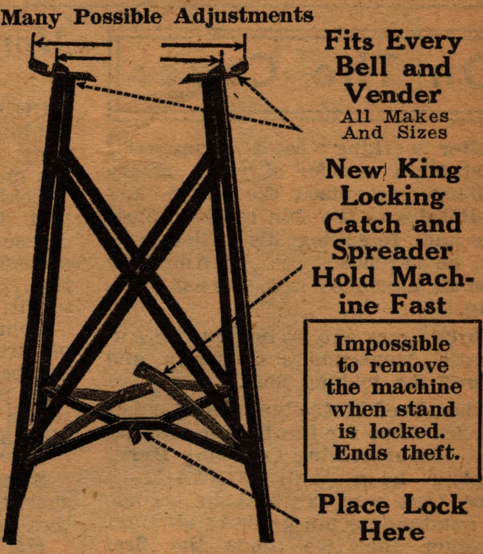
Radios Philco 8 Tubes, 25c slots with timer. A real bargain at.................... **$17.50**
Without timer—$15.00

Send for List of Used Pin and Counter Games!

CASH

Paid for Used Machines of All Kinds

New Model Slot Machine Stand


Many Possible Adjustments
Fits Every Bell and Vender
All Makes And Sizes
New King Locking Catch and Spreader Hold Machine Fast
Impossible to remove the machine when stand is locked. Ends theft.
Place Lock Here

1. No Ledge in Front to Interfere with Play.
2. Made of Best Steel, Riveted and Welded. (Weight 19 Lbs.)
3. 40% More Stability, Thus Hard to Tip.
4. Reasonable Price, Due to Large Quantity Production.

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Manager

References: Dun-Bradstreet's or The Review *All Machines and Merchandise Warehoused in San Francisco*

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"Where Woodwork Is Good Work"

WE SPECIALIZE ON THE MANUFACTURE OF HIGH-GRADE MARBLE CABINETS

National News Notes

Bill Blatt of the Supreme Vending Co., in Brooklyn, deserves the diamond studded pump handle this month for taking out all the old machines he could lay his hands on and make a huge bonfire out of them.

Pin games are once more in favor throughout France after having taken a back seat for a year to make way for the popular Russian pool tables. The pool tables have died out and pin and marble games are again in evidence throughout the country. Pin games are operated with ten balls for 25 centimes, or the equivalent of 2c. Diggers operate with one franc, or an equivalent of 7c. Prizes are limited to merchandise checks.

A prize every time policy was worked successfully by a pin game operator at a Michigan resort the past summer. Upon making a certain score a coupon was given with each game. The more coupons a player obtained the better his prize would be, but regardless of the coupons prizes were given for each and every game.

This seems to be a year for visiting with several of the big jobbers and distributors of coin machines in England and Europe visiting us looking over new products. Burrows is reported on the way here from England to visit the Chicago section and S. Capaldi and his son arrived the past month from Edinburgh, Scotland. The foreigners admit their countries are way behind in the manufacture of pin games and that they "look to America" for something new—ALWAYS.

Additional space has been taken over by the Century Mfg. Co. in Chicago for the manufacture of Forward Pass. Game is almost a year old and still going big, according to reports reaching the trade press.

Too bad the coin machine boys can't make as big a fuss over some of our local coin machine women as they did over the Burrows girls from London. The Chicago and New York bunch practically broke the bank lavishing nice things on the girls. Apparently they believed the easiest way to the old man's heart was a shortcut through the daughters.

The International Mutoscope Reel Co. has been given exclusive distribution on MAJOR LEAGUE for New York. This is a noteworthy appointment for it brings together two outstanding firms in the manufacturing and distribution business.

THE BILLBOARD published a picture in its Sept. 15 issue showing parts and dies being loaded on a Chicago bound plane from Los Angeles, consigned to the Bally Mfg. Co., to be used in the manufacture of SIGNAL. The game has had a colorful career thus far and is worthy of the lavish praises heaped upon it.

A. B. T. Mfg. Co. has joined the list of firms issueing books of value to the operator and the firm has just completed press work on a volume presenting ideas and facts about every phase of operating, gathered through 30 years of activity in the trade by members of the organization.

Coin operated machines on location at the Chicago World's Fair include toilet door coin locks, coin lockers for checking packages, candy bar, peanut and gum vending machines, coin telescopes, paper cup vending machines, Jergen's hand lotion machines, sanitary belt machines, penny scales, cold cream and cleansing tissue machines, cloth towel and soap dispensing machines, Kotex and paper towel machines. The total number of machines on the grounds runs well over 500 and are operated by less than 10 companies.

O. D. Jennings & Co. are ready with a new football game.

George Ponser Company of Newark, N. J., placed the first big order with International Mutoscope Reel Co., for MAJOR LEAGUES when they ordered 500 at one time.

•

Tratsch Elected Division Chairman

CHICAGO. — Members of the Amusement Table Division of the National Association of Coin-Operated Machine Manufacturers met in Chicago on September 11th and elected Mr. W. A. Tratsch as permanent chairman of this division.

Plans for further organization and for activities to be undertaken by the division were discussed. There are now fourteen manufacturers, including all the leading manufacturers of amusement tables, in this division and the members forsee a great deal of good in building up this branch of the industry through the activities of the division.

•

"Oh, Lord," prayed Sally. "I'm not asking a thing for myself, but please send mother a son-in-law."

MONEY—MONEY—MONEY

So Realistic the Boys Just Can't Resist

1000 Hole—Form 3260 Takes in $50.00. Pays out $20.00. Price complete with Easel **$1.84**

2000 Hole—Form 3150 Takes in $100. Pays out $40.00. Price complete with Easel **$2.95**

Plus 10% Federal Tax

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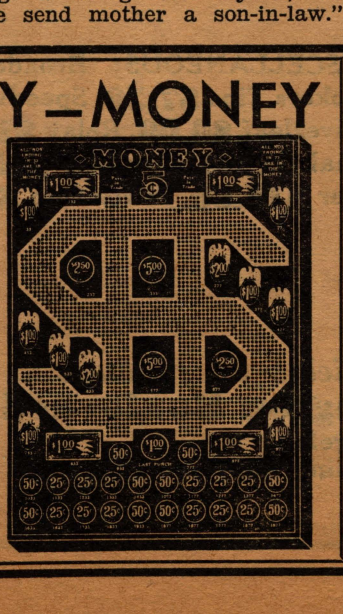

Guy and Bing On 25c Records

NEW YORK—Bing Crosby and Guy Lombardo, for the first time, on twenty-five cent records! In a sensational, yet widely credited as a most constructive move to stimulate record buying at a time the public normally starts thinking again in terms of purchasing additional records, it was announced today that Melotone will release ten Bing Crosby and ten Guy Lombardo records on September 15, each faced with two numbers that have been popular sellers, to retail at the regular Melotone twenty-five cent price.

Experienced dealers and others conversant with the phonograph record business have expressed the belief that greatly increased record sales will result from the offering of these lower-priced Crosby and Lombardo records.

The release of the Melotone Crosby and Lombardo numbers will not stop with the September 15 group. Additional Melotone records by the same artists will follow, it was further announced.

An elaborate advertising and dealer service campaign appropriation accompanies the "New Deal" Melotone Crosby and Lombardo records, with display cards, window strips, and other exploitation aids made immediately available to the trade everywhere.

Among the "best seller" Crosby and Lombardo transcriptions appearing on the twenty-five cent Melotone records are such numbers as "Once in a Blue Moon," "Home on the Range," "You Oughta Be in Pictures," "How Do I Know It's Sunday," "I Raised My Hat," "Good Night, Lovely Little Lady," "Black Moonlight," "Some of These Days," "Little Dutch Mill," "Riptide," "True," and "We're a Couple of Soldiers, My Baby and Me."

•

Mrs. Jones: "There! Broke my looking-glass! Now, I suppose I shall have seven years' bad luck?"

Mrs. Brown: "Don't you believe it, Mrs. Jones. A friend of mine broke hers, and she didn't have seven years' bad luck. She was killed in an explosion next day!"

ILLINOIS
'High Precision' and 'Economy'
LOCKS
for every requirement of the Coin Machine Industry . . .
Write for **Free Catalog**
ILLINOIS LOCK CO.
737 West Jackson
CHICAGO

Getting Almighty Dollar Is Challenge to Industry

By KARL KLEIN
Groetchen Tool & Mfg. Co.

How to induce the American public to spend a greater share of its amusement dollar in coin-operated amusement machines rather than in the movies, pool rooms, race tracks, etc., is a problem which confronts every member of this industry.

It is a challenge to the manufacturer to produce games which contain novel amusement features, well constructed, and with a player appeal which will last long enough to give the operator a good return above the amortized cost of his machine.

It is a challenge to the genuine, coin machine jobber who can render his operator-customers a real service by being their consultant, who steers them clear of "lemons," whose experience is at the operators' disposal to guide them in profitable investments and successful operating methods.

It is a further challenge to the Jobber to keep his Manufacturer-friends informed of trends in player response, of local legislation, so that their combined efforts may result in machines with greater player appeal and profit possibilities.

Finally it is a challenge to the Operator, the contact man of the Industry with the Public. We have emphasized time and time again, that liberal payouts are essential for a continued player patronage. Why should the player spend twenty-five cents in a coin-operated machine without having much of a chance to get a reward, when he can obtain two hours of amusement in a moving picture theater for the same money. Intelligent Operators have realized long ago that the giving of liberal rewards stimulates play; whereas greediness as evidenced in negligible rewards will result in diminishing player interest and ultimately in adverse legislation.

The restrictions which have been imposed recently upon the operation of coin-operated amusement games in many states will show some beneficial aspects, if they succeed in eliminating from our ranks the unreliable.

The Coin Machine Industry has no room for the racketeer, whether he be a manufacturer selling junk merchandise or an unscrupulous Operator. It is an honest business where success can only come through vision, hard work, and fair play with the people with whom you deal. We are evidencing our faith in the future of this industry by spending some $20,000 toward the development of new machines which we will offer to the trade during the year 1935.

•

As the colored doorman ran down to open the limousine door, he tripped and rolled down the last four steps.

"For heaven's sake, be careful," cried the manager, "They'll think you're a member."

Long Beach Coin Machine Exchange
SALES AND SERVICE NEW AND USED MACHINES
Our Motto: We Aim to Please
422 East Fourth Street Phone 623-278
LONG BEACH, CALIFORNIA

MERRY-GO-ROUND

Size 40"x20"

$39.50

Tax Paid

FLYING TRAPEZE

Size 44"x24"

$52.50

Tax Paid

***Immediate Deliveries From Stock* NOW**

ALL OPERATORS

Who Have Seen MERRY-GO-ROUND and FLYING TRAPEZE

Have endorsed these machines 100%. Orders now on file indicate a tremendous demand. Deliveries on the Coast start October 10th. Wire your order in NOW to insure prompt delivery.

Our Jobbing Facilities

Enables us to furnish you with any machine offered by legitimate manufacturers at lowest factory price.

Major League	**f.o.b. L. A.**	**$66.00**
Signal	**f.o.b. L.A.**	**$59.50**
Majik Keys With Kicker	**f.o.b. L.A.**	**$49.75**
Golden Gate Senior	**f.o.b. Chgo.**	**$56.00**
Big Bertha	**f.o.b. Chgo.**	**$52.50**
Champion	**f.o.b. Chgo.**	**$89.50**
Subway	**f.o.b. Chgo.**	**$29.50**
Hold and Draw	**f.o.b. Chgo.**	**$29.50**
Spark Plug	**f.o.b. Chgo.**	**$29.50**
Select-Em	**f.o.b. Chgo.**	**$15.00**
Zig Zag	**f.o.b. Chgo.**	**$19.75**

BARGAINS

Sr. Contacts, lt. bd.	**$30.00**
Sr. Contacts, dk. bd.	**$27.50**
Jr. Contacts, lt. bd.	**$35.00**
Jr. Contacts, dk. bd.	**$27.50**
World's Series	**$10.00**
Jig Saws	**$ 7.50**
Airways	**$ 6.50**
Marble Parades	**$27.50**
Push Over	**$17.50**
Baby Contacts	**$12.50**

All Games Guaranteed Mechanically Perfect Price f.o.b. L. A. Prompt Delivery from Stock.

WANTED
Slot Machines All Types

Will Pay Cash or Trade

Give us full description of what you have and lowest price you will take.

Used Equipment

MISCELLANEOUS: **Broadcasts $4.50, Scoreboards $7.50, Brokers Tips $7.50, Speedways $5.00, Jocker Club $4.00, Cloverleaf $6.00, Relay $17.50, Majestic $3.00, Five Star Final $3.00, Crusader $15.00, Mills Official $5.00, Premier $15.00, Silver Cup $7.50.**

SOL GOTTLIEB COMPANY

Reference
Any Operator in
Los Angeles
Long Distance Phone
PR. 6957

Distributors, D. Gottlieb & Co. Products
1347 West Washington Boulevard
Los Angeles
PAUL HENRY, Traveling Representative

Jobbers Exclusively
Catering to Operators
Exclusively
Phone PR. 3351—3352

ACTION

Another Pin Game

Triumph by

HARRY WILLIAMS

ACTION has as much honest-to-goodness action as a dozen ordinary pin games. It will positively amaze the players and fill cash boxes like no other game has before. SEE IT TODAY.

IMMEDIATE DELIVERIES $58.50

F. O. B., LOS ANGELES

MOHR BROTHERS

2916 WEST PICO STREET
LOS ANGELES, CALIFORNIA

Two Phones: ROchester-8924, REpublic-9470

Mohr Bros. Offer Action

LOS ANGELES—"And that's what we'll do, too," replied Mack Mohr of the Mohr Brothers jobbing firm when he wrote the above caption for this story.

"We're all ready to give operators throughout the west immediate deliveries on ACTION and just as fast as the orders roll in games will be rolling right back to operators."

During the past month the firm has added a number of new money making machines to their showroom floor and a visit to their spacious quarters is well worth a half day's time.

Pin Games To Africa

LOS ANGELES—Mr. H. R. Hendy, Johannesburg, Africa, left Los Angeles this week with sample Contact and Major League games for New Orleans where he will board the Silver Willow for a return trip to Africa.

Mr. Hendy expressed himself as all enthused over the Major League game and its possibilities for Africa. At present no games are in operation there and three-pence slots have been installed on the samples to handle the coins prevalent in that section of the dark continent.

Prospects Good In Yuma District

YUMA, Arizona.— Conditions are picking up gradually in Yuma with the All-American Canal now under construction and using Yuma as headquarters.

A considerable increase in the play on amusement machines has been noted as a result of this extra money being placed into circulation.

At present slot machines are not operating in Yuma or surrounding territory. Pin games, money boards, small counter machines similar to Mills Puritan, etc., can be operated and paid out in cash, also Iron Claws and similar machines.

Winterhaven, California, which is two miles from Yuma, runs open gambling the year round and permits slot machines and all other forms of gambling.

Stoner Appoints Coast Distributors

AURORA—Now that the Advance Automatic Sales Co. of 1032 Golden Gate avenue of San Francisco and the Western Distributors of 3126 Elliott avenue, Seattle, Wash., have merged into one firm, West Coast operators and jobbers are assured of prompt and perfect service.

The combined firms have been appointed the exclusive west coast distributors for the Stoner Mfg. Co. of Aurora, Illinois' Aristocrat pin game, Super '8. They have Super '8 machines on display now and are ready for immediate shipments.

The Super '8 is the only pin table that is manufactured completely by one firm. Every part of the table except the coin chute and the glass for the top is manufactured and assembled in the Stoner plant.

The Stoner Mfg. Co. has appointed the Electro Ball Co. of 1200 Camp street, Dallas, Texas, exclusive distributors for the state of Texas. The Electro Ball Company is widely known in their territory which assures the Stoner Co. of excellent distribution in that state.

Rock-Ola Plans Show Confidence in Future

To predict the future with any degree of certainty is not altogether the easiest thing in the world. What tomorrow holds few of us know.

For this reason, our organization prefers to let actual products and policies tell the story.

That the Rock-Ola Manufacturing Corporation is confident of the future is evidenced by our present plans. These include an expansion program on an unprecedented scale, details of which will be released shortly.

The Rock-Ola organization plans, also, include the expenditure of a quarter of a million dollars for the development and perfection of new and more profitable products for operators. And, in the near future, news of these new products will be sent to operators throughout the world.

It is not my purpose to take a lot of your time by delving into a lengthy story of the future. But, I believe, I can sum up a long story in a few words: The Rock-Ola Manufacturing Corporation places at your command its complete facilities and resources for your profit and progress—you can always depend on Rock-Ola for the kind of co-operation that really means more money for you.

DAVID C. ROCKOLA,
President
Rock-Ola Mfg. Corporation.

•

A. B. T. Issues Valuable Book

CHICAGO—A. B. T. Manufacturing Company have just produced a booklet, "Operating Coin Machines Profitably." This book is well illustrated and tells in detail the way and plan for profits. A copy will be sent to you free for the asking. Write to the company.

•

Mandy: "Boy, dat sho am some ring. What size is de diamon'?"

Rastus: "Dat am de fo'teen-year-installment size."

Los Angeles

Irving Bromberg can well lay claim to the niftiest showrooms in the country. Irving has taken over a former high-class furniture store and has converted it into one of the finest display floors this reporter has ever laid lamps on.

Another firm has opened on West Washington Boulevard in Los Angeles to sell machines. A new sign on the window proclaims to passersby that it is the United Amusement Company.

To Harry Williams goes this month's golden headed thumb tack. We just learned his new boat is called Contact and we know he calls his new doggie Signal. What are you going to call that new air-flow Chrysler you bought this month, Harry? Maybe Sig-tact would be okeh.

Operators report business on the upgrade throughout town after somewhat of a lull while the players were learning their A. B. C.'s.

Some time ago THE REVIEW published an editorial on the hinterland spaces and told operators to look to the byways for choice money-making spots. It is indeed gratifying to have seven operators come into our offices during the past month and tell us of the dandy spots they have snapped up out in the out-of-way places.

William Nathanson is back in L. A. lounging about and renewing his contacts here. Bill is the man that gave Forward Pass to the world. After supplying the coast he, in association with Bud Leiberman, moved to Chicago and opened a huge factory there. Bill couldn't savvy the Windy City and is plenty glad to get back to the land of perpetual sunshine. Welcome home!

The New Deal Amusement Co. closed its doors during the past month. Likewise the Hooker-Ross Vending Machine Co.

The Wheat Cabinet Co. is working overtime getting Major League cabinets through for the waiting list.

A new gadget, said to legalize the giving of free games, has made its appearance on the local market. One is installed on a sample machine in the drug store at Sixth and Rampart where ops. can see it.

C. A. Blake, coast director of sales for Stewart & McGuire, has just returned to L. A. from a swing down through the southern section of the country ending up in Houston, Texas.

Herman Cohen, salesmanager for the Hamilton Mfg. Co., of Minneapolis, is visiting coast operators.

Sol Hanlon made a business trip up through the central portion of the state last week and states business shows signs of definite improvement.

Anderson and Burke have moved from their offices in the Overland Terminal Warehouse building to new offices at 1826 East Ninth street at Alameda.

A definite improvement in the take on pin games has been noticed throughout the city during the past month.

R. H. Osbrink left the past week for a business trip to Chicago.

Fall Looks Bright, Says Ad-Lee Head

CHICAGO—Jerry Werthimer, of the Ad-Lee Co., Inc., sees a bright future for the coin machine industry. "The business is being stabilized and manufacturers and operators alike are working to the end that industry is past its experimental stage and is now growing and developing into big business.

"Our merchandising machine, Foursome, has been made on lines that will be profitable to locations and to us. It is built to secure business and gives a patron who puts a penny in the machine a good satisfactory return for his money."

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Texas

The Southwest Vending Company of Borger, Texas, has moved to Raton, N. M., where they will continue operating.

Herman Hamilton of the Hamilton Novelty Co., Ada, Okla., made a swing down through Texas the past month looking over new equipment.

Cotton gathering is now going on in the various sections of the state and the sale of the crop should result in considerable money being thrown into circulation.

The officials in Dallas are pondering a city tax on pin games with $2.50 being considered as a likely license fee.

L. S. Ashlock of the Lin-Mar Novelty Co., Lawton, Oklahoma, made a trip down through Texas looking after his property in this state. Ashlock operates throughout the state of Oklahoma.

The arrival of cool weather is helping business throughout the state.

Earl Reynolds, Pacific Amusement Mfg. Co. distributor, is all heated up over the tremendous reception given MAJOR LEAGUE in his territory.

Lester Herne, manager of the Lone Star Music Co., has taken over the Gabel phonograph for Texas.

•

Miner Makes Eastern Trip

LOS ANGELES—George Miner, inventor of Hold and Draw, the All American baseball game and several others, left Los Angeles a few days ago for Chicago, to show eastern manufacturers his latest achievement.

Miner has built up a material reputation for building precision made products and his games and ideas have been worth thousands of dollars to manufacturers the country over.

First Winter

OPERATORS SMOKER and STAG

to be held the last of October

Watch for Announcement

OUT OF TOWN OPERATORS

Desiring to attend should get in touch with THE REVIEW or Sol Gottlieb.

November 5

IS THE CLOSING DATE FOR THE NOVEMBER

REVIEW

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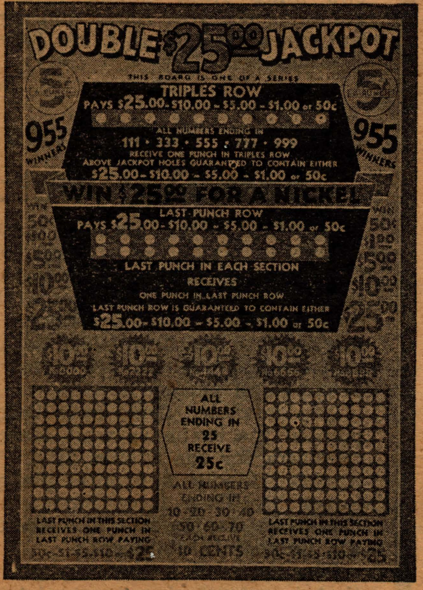
COPY AND CUTS MUST REACH US BY THEN


DOUBLE $25.00 JACKPOT
THIS BOARD IS ONE OF A SERIES
5¢
955 WINNERS
TRIPLES ROW
PAYS $25.00 - $10.00 - $5.00 - $1.00 or 50c
ALL NUMBERS ENDING IN
111 · 333 · 555 · 777 · 999
RECEIVE ONE PUNCH IN TRIPLES ROW
ABOVE JACKPOT HOLES GUARANTEED TO CONTAIN EITHER
$25.00 - $10.00 - $5.00 - $1.00 or 50c
WIN $25.00 FOR A NICKEL
LAST PUNCH ROW
PAYS $25.00 - $10.00 - $5.00 - $1.00 or 50c
LAST PUNCH IN EACH SECTION RECEIVES
ONE PUNCH IN LAST PUNCH ROW
LAST PUNCH ROW IS GUARANTEED TO CONTAIN EITHER
$25.00 - $10.00 - $5.00 - $1.00 or 50c
ALL NUMBERS ENDING IN 25 RECEIVE 25c
ALL NUMBERS ENDING IN 10-20-30-40-50-60-70 EACH RECEIVE 10 CENTS

WHAT A SERIES!

955 Winners With a Double Chance to Hit $25.00

This is the series that will get the play this fall. Lay this series in your location and scoop up the collections.

50-200 Double $25 Jackpot

Take-in $500.00
Average Pay-Out $227.80
AVERAGE PROFIT $272.20

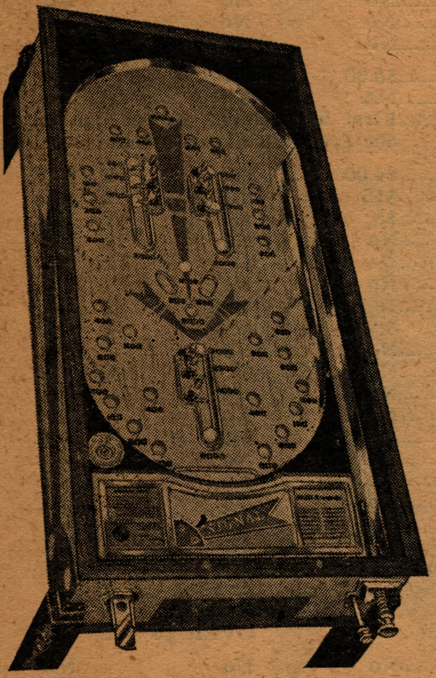
Price $35.00 Net, Plus 10% Gov't Tax

GARDNER & COMPANY

2309 Archer Ave., Chicago
44 N. 4th St., Philadelphia, Pa.
508 Third Ave., Star Bldg., Room 502, Pittsburgh, Pa.
150 Baronne St., New Orleans, La.
24 W. Connecticut St., Seattle, Wash.
417 Market St., San Francisco, Calif.

SIGNAL

Sweeping Across U.S.A. Like Wild-Fire!



LATEST HIT by HARRY WILLIAMS

Inventor of Contact

Action Galore! Bell Rings! Signals Flash!

9 Balls Advance At 1 Time

All by Movement of 1 Ball in Skill Hole

- POSITIVELY BUGLESS MECHANISM
- BEAUTIFUL TWO-TONE INLAID WOOD CABINET

SENIOR
46 in. by 22 in.
$59.50 Each
TAX PAID, 1-3 with order, balance C.O.D., f.o.b. Chicago.

JUNIOR
40 in. by 17 in.
$39.50 Each
TAX PAID, 1-3 with order, balance C.O.D., f.o.b. Chicago.

CHAMPION

Automatic Payout!
Amazing Double Slot!

Player "Buys" Out-Balls to play over again — 5c each. Players go wild over this great new feature!

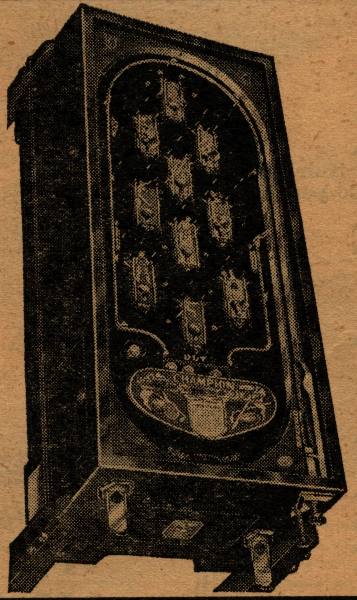
Takes in 10c to 25c

Get your share of CHAMPION profits—up to $50 a week net! Order CHAMPION today!

$89.50 Each; lots of 5 or more

$86.50 Each; Check Separator Model $5 extra; TAX PAID

1-3 with order, balance C.O.D., f.o.b Chicago



Small Size: Needs only about 1 sq.ft. counter space

5c
PLAY ONLY

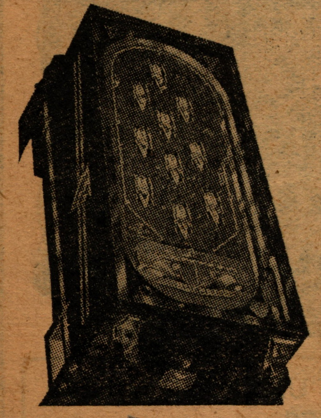
SPARK-PLUG

Automatic Mystery Pay-Out

Runs 125 races an hour, takes in $50 to $100 a day, POSITIVELY BUGLESS and CHEAT-PROOF. Mystery Odds (2-to-1 to 20-to-1) keep players in frenzy of excitement and insures constant REPEAT PLAY.

Only $29.50 Each

TAX PAID, 1-3 with order, balance C.O.D., f.o.b. Chicago



ROCKET

Still the favorite AUTOMATIC PAY-OUT PIN-GAME in many sections. Getting top play after almost a solid year on location!

$82.50 Each; 5 or more

$79.50 Each; Check Separator Model $5 extra; TAX PAID

1-3 with order, balance C.O.D., f.o.b. Chicago.

FLEET

Shoots Balls From Cannons!

Junior Model, **$36.50**
(39 in. by 18 in.)
Senior Model, **$52.50**
(44 in. by 22 in.)

TAX PAID, 1-3 with order, balance C.O.D., f.o.b. Chicago

BALLY MANUFACTURING CO.
4619 RAVENSWOOD AVE.
CHICAGO, ILL.

License Information

CALIFORNIA

This license information is for cities and towns only. County data will follow in future issues.

KEY TO ABBREVIATIONS:			
	M—Monthly	JU—July	NSL—No Separate License
	Q—Quarterly	JA—January	C—Cigarette License Only
	Y—Yearly	NA—Not Allowed	*—Wheel Tax

City or Town	Obtain Licenses From	Pin Game License	Payable	Vend. Mch. License	Payable	Slot Mch. License	Payable
Alameda	License Collector	No		No		No	
Albany		NA		No		No	
Arroyo Grande	License Inspector	No		$2	Y	No	
Bakersfield	City Treasurer	$10	Q	NSL		NA	
Bell	License Collector	No		No		NA	
Berkeley	License Collector	NA		$15C	Y	NA	
Biggs		No		No		No	
Brentwood		No		No		No	
Burbank	City Clerk	$12	Y	$1	Y	NA	
Burlingame		NA		No		NA	
Cambria		No		No		No	
Carpinteria		No		No		No	
Chino		NA		No		NA	
Claremont	City Clerk	1c-$12 5c-$36	Y Y	1c-$12 5c-$36	Y Y	1c-$12 5c-$36	Y Y
Cloverdale		No		No		No	
Colfax		No		No		NA	
Colusa	B. S. McCue	NA		No		NA	
Compton		No		No		No	
Coronado		No		No		No	
Corona	J. A. Cubley	$1.00	Q	$1	Q	$1	Q
Cudahy		No		No		No	
Culver City	City Clerk	1c-$3 5c-$5	Q Q	1c-$3 5c-$5	Q Q	NA	
Davis		No		No		No	
Dinuba		No		No		No	
El Cajon	City Clerk	$1.00	M	$1	M	$1	M
El Monte		No		No		No	
El Segundo	City Clerk	No		No		No	
Exeter		No		No		No	
Ferndale		No		No		NA	
Fresno	License Clerk	Tax on Gross Monthly Business from $2 per Q on $250 Monthly to $225.00 per Q.					
Glendale	City Clerk	$1.00	JU	$1	JU	NA	
Grass Valley	City Clerk	$15	Q	NA		NA	
Gridley		No		No		No	
Hawthorne	City Clerk	$4.00	JA	$4	JA	$4	JA
*Huntington Beach	C. R. Furr	$12	Y	$12	Y		
Huntington Park	License Collector	$5.00	Q	$1 $5C	Y M	NA	
Imperial	Police Dept	$6.00	Q	$6	Q	No	
Indio	Chief of Police	$2.50	M	$5	Q	No	
Inglewood	City Clerk	1c-$5 5c-$4.50	Y Q	$1	Y	NA	
King City	City Council	No		$9	Q Blanket	NA	
Laguna Beach	City Clerk	$5.00	A	No		NA	
La Habra	City Clerk	$6	JA&JU	$1	J A&JU	NA	
Lakeport		No		No		No	
Larkspur		No		No		No	
Lodi		No		No		No	
Los Angeles	City Clerk	1c-$2 5c-$3	Y Y	Inside $2.50 Out $3	Y Y	NA	
Los Gatos		No		No.		No	
Marysville	City Marshal	$7.50	Q	No		$7.50	Q
Maywood	Police Dept	$12	Q	No		NA	
McFarland		No		No		No	
Midway City		No		No		No	
Mill Valley		No		No		No	
Mojave		No		No		No	
Monrovia	License Collector	$4.00	Y	$2	Y	NA	
Monterey	City Clerk	1c-$2 5c-$3	Y Y	No		No	
Monterey Park	City Clerk	1c-$1 5c-$2.50	Q Q	No		NA	
Newman		No		No		No	
Newport-Balboa	City Clerk	$25	JU	1c-$2	JU	$25	JU
Oakdale		No		No		No	
Oakland	Bureau of Permits	Business License governs vending mch. games. $5 1st person. $3 ea. added.					Y
Oceanside	Chief of Police	$2.50	M	No		$2.50	M
Ontario	O. E. Holman	$6.00	Q	$10	Y	$24	Q
Orange Cover		No		No		No	
Palm Springs		No		No		NA	
Palo Alto		No		No		No	
Pasadena		No		No		No	
Pittsburg		No		No		NA	
Redlands	C. J. Tripp	$5.00	M	No		NA	
Redwood City	City Collector	NA		$25	JA	No	
Riverside	City License Clerk	First 5 machines $6 per quarter. 50c for each added machine. Covers all.					
Sacramento	City Clerk	$4.00	Y	60c	Y	$15	Y
San Anselmo	Tax Collector	$15	Y	$15	Y	NA	
San Bernardino	City Clerk	$5	M	$50	Y	NA	
San Clemente		No		No		No	
San Diego	License Inspector	No		$2	Y	No	
San Jacinto		No		No		No	
San Mateo	License Collector	1c-$1 5c-$5	Y Y	1c-$1 5c-$5	Y Y	NA	
San Rafael		No		No		NA	
Santa Ana	City Clerk	No		$3	Q	NA	
Santa Barbara		NA		No		NA	
Santa Maria		No		No		No	
Santa Paula	City Clerk	No		$12	Y	NA	
Santa Rosa		No		No		No	
Sebastopol		No		No		NA	
Shafter		No		No		NA	
Sierra Madre		No		No		No	
South Pasadena	License Dept	$15	Q	$1	Y	NA	
Stockton	License Collector	NA		1c-$1 5c-$3 10c-$3 OVER-$6	Y Y Y Y	NA	
Temple City		No		No		NA	
Tipton		No		No		NA	
Tracy		No		$10 appl. fee $10 mach.	 Q	No	
Torrance		NA		NA		NA	
Tujunga		No		No		NA	
Tulare		No		No		No	
Upland		No		No		No	
Vacaville	Chief of Police	$2.00	Q	No		$2.50	Q
Vallejo		NA		NA		NA	
Van Nuys	City Clerk	$3.00	Y	$3	Y	NA	
Ventura	City License Dept.	NA		$2	JU	NA	
Visalia		No		No		No	
Wasco		No		No		No	
Weaverville		No		No		No	
Westminster		No		No		No	
Winters		No		No		No	
Yreka	City Clerk	$1.67	M	$1.67 to $5	M	$1.67 to $8.34	M
Yuba City		No		No		No	

BRASS CHECKS

NO CASH VALUE

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

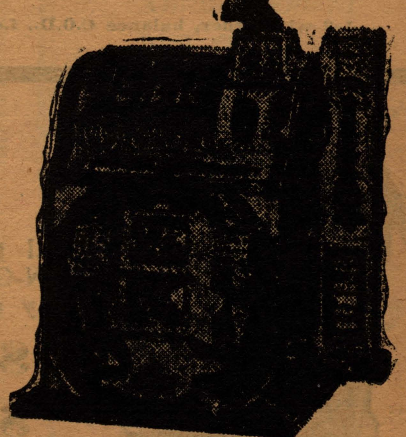
	1c	5c	10c	25c
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

Nickel plated checks add $1.00 per M to above prices.
Samples on Request.

Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

Original
GOLD
AWARD
Front
For Your Present Machines

$12.50



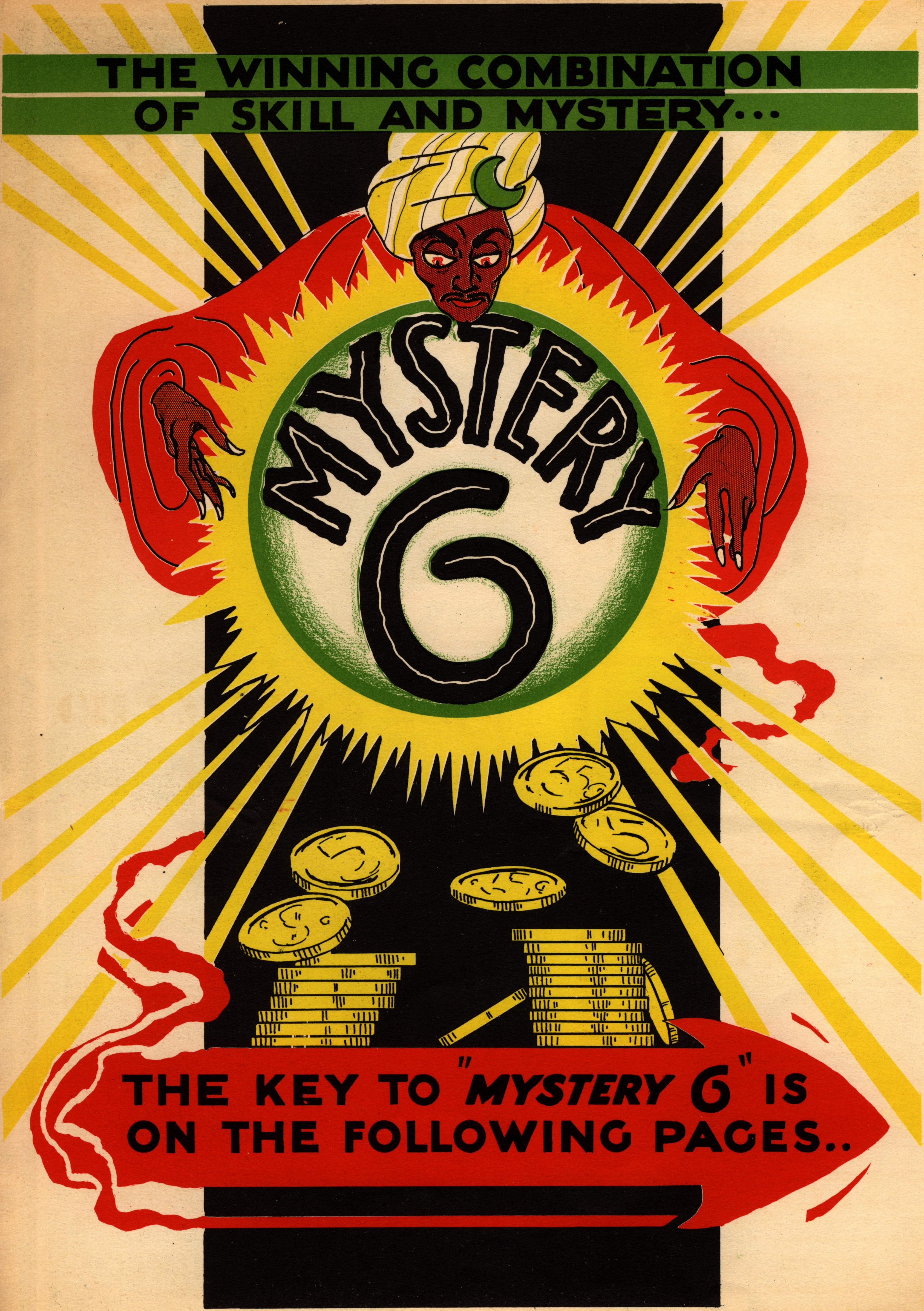
In lots of five. Sample at five-lot price during October

During Year's Use a Proven Pay Increase from 3 to 10 Times

WE INVITE YOU TO VISIT OUR NEW REPAIR SHOP

LOWER PRICES ON NEW AND USED SLOTS AND MARBLE GAMES

ANDERSON & BURKE
Manufacturers of Gold Award Fronts
1826 East Ninth St., at Alameda, L. A. VA. 2527


THE WINNING COMBINATION
OF SKILL AND MYSTERY...
MYSTERY
6
THE KEY TO "MYSTERY 6" IS
ON THE FOLLOWING PAGES..

MYSTERY 6

CABINET BEAUTY

All hardwood veneer in grand-piano finish!

Chicago Lock Co. coin chute, shows last two nickels in play!

EXCLUSIVE SPRING GATE!

Made of special spring bronze! Acts as gate and rebound "kick-pin"! *Absolute, positive action!*

THE MYSTERY SIX

A FLASHING COMBINATION OF Attractive COLORS: Emerald—Black Gold—Scarlet!

Absolutely "Bug-Proof"

All mechanical parts are die-stamped to insure positive accuracy of play—and make "Mystery 6" trouble proof.

Front and Back Locks Interchangeable

Same key fits both locks! Back door unlocks to pull out playing field and give access to interior.

Positive Anti-Tilting Device

Exclusive

Lift and Plunger Action! Simple finger touch takes ball from left to right on a push button, making it easiest operating plunger lift on present market. *Simple accessible 3 screw assembly!*

Single Unit Lift & Plunger
Finest Steel, Die Stamped

MYSTERY

★

Interchangeable Play-Field

—Your bank balance will cheer this one!

All "Mystery 6" play-fields may be slid out when "dead" and "new game" field slid into place! You buy a life-time cabinet with "Mystery 6." You have a new game at minimum expense!

ALL MECHANICAL IN OPERATION!

No Battery Troubles!

EMERALD PLAY PINS!

—Made of special composition! Lively and unbreakable! Improves appearance—and snaps into *fast* action!

Watch 'Em Step Up to Play "MYSTERY 6"! Watch 'Em Stay There to Play "MYSTERY 6"

Action is what they want! Skill with a dash of mystery and luck makes them stay and play it! And here's how it works . . . "Mystery 6" has 7 advance holes . . . 2 always consistent . . . 5 mystery holes . . . and mystery out-ball return gate! When ball hits either of 2 "FORWARD MARCH" holes it advances ball in either of top two . . . then enters "Mystery Mix-up" to advance ball in *two* mystery holes! Also may release balls in out-ball gates! That's only a portion of its attraction . . . see it . . . play it . . . and then you'll know WHY it will prove to be the sensation of all the games! Proven by 60 day location tests.

$39.50

OPERATOR'S PRICE

GAME SIZE 22x44-inch

We're not going to make extravagant claims but do your own checking . . . and see if you can match "Mystery 6" for unexcelled quality and workmanship . . . or unsurpassed value as a "money-maker."

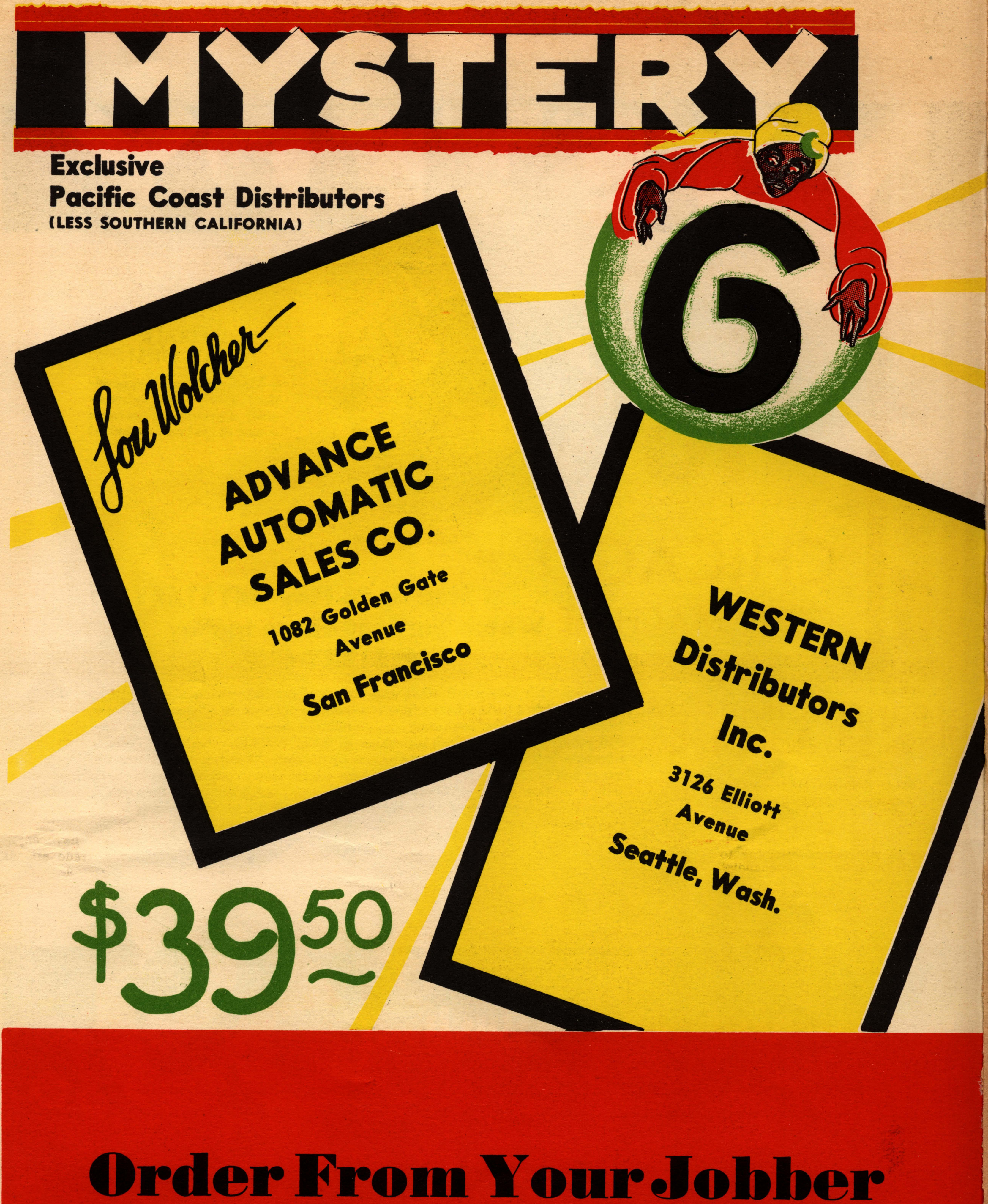
Manufactured by

RUBE GROSS & CO.

KULIEN BLDG., SEATTLE, U.S.A.

"GROSS GAMES GIVE GREATEST GROSS"

The early boys will get the nickels . . . step on it . . . and be the first to cash in on "Mystery 6".



MYSTERY

Exclusive
Pacific Coast Distributors
(LESS SOUTHERN CALIFORNIA)

Lou Wolcher—

ADVANCE AUTOMATIC SALES CO.
1082 Golden Gate
Avenue
San Francisco

WESTERN Distributors Inc.
3126 Elliott
Avenue
Seattle, Wash.

$39.50

Order From Your Jobber TODAY!

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Su

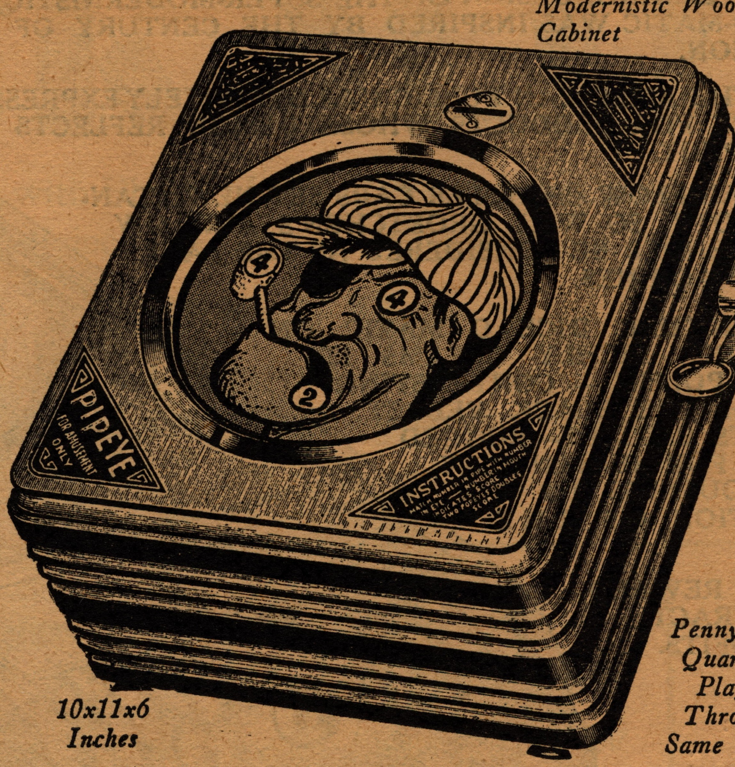
PIPE-EYE

SENSATIONAL

BEAUTIFUL

This Is the Latest, Sensational
COUNTER GAME
that is
SMASHING
all Profit-Making
RECORDS!!

$18.50
F.O.B. Chicago 1 or 100
$5.00 Deposit—Balance C. O. D.



Modernistic Wooden Cabinet

10x11x6 Inches

Penny to Quarter Play Through Same Slot

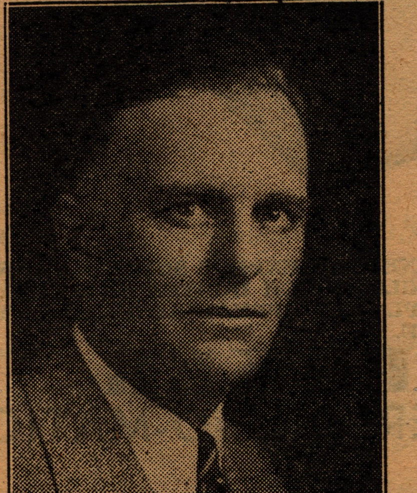
CHICAGO
COIN MACHINE CO.
1725 Diversey, Chicago

Stearns Claims Manufacturer Slow to Adjust Buggy Games

Editor, The Review:

An item of interest to all operators of amusement machines should be the fact that 99 per cent of all manufacturers of amusement machines have to date been very negligent and in most cases unwilling to make good on defective merchandise that they have sold.

It appears that manufacturers, in their haste to place a new machine on the market, sell from their first production a great many machines which develop an untold number of bugs. Operators purchase these machines, find the bugs, report them to the manufacturer and the manufacturer, profiting from the experience of operators with these new machines, eventually correct the bugs and finally do produce a more nearly perfect mechanical device.



It would seem to me that the manufacturer should recompense the operators who have purchased these early production machines and have helped, thereby, the manufacturer to perfect his article; I mean recompense the operator at least to the extent of putting on his perfected mechanical devices on the operator's machines without charge. To date, whenever an operator has asked a manufacturer to replace defective parts of machines with perfected parts, the job has been done but always at a good fat fee to the operator and a profit to the manufacturer.

I realize that all manufacturers invariably reserve the right to themselves of changing models without incurring the responsibility of making such changes on machines previously sold. However, in the case of amusement machines, the operators invariably help the manufacturer perfect his article by trying the new machines, finding the defects and helping the manufacturer to correct them.

Some day, I believe, a manufacturer will enter this field with a good line of successful machines. He will realize that he is in business to stay. He will give such a service to operators and will so cement his relations with them by fair dealing and guaranteed merchandise that he will fold up a lot of so-called manufacturers now in the field.

There has been to date, to my knowledge, one manufacturer who did replace defective parts on his machines without charge to the operator. I wish I could publicly advertise him without making a lot of enemies among other manufacturers but suffice it to say that all operators know whom I mean and will never hesitate to give him the edge in their future purchases.

Very truly yours,

N. H. STEARNS,
Los Angeles Operator.

•

A weary-looking fellow who had opened all the doors looking for work happened to see a huge police advertisement headed: "Murderer Wanted."

"Well," he said, "it's better'n nothing, anyhow. I'm going in and ask for the job!"

San Francisco Looks Promising

SAN FRANCISCO—Probably due to the coming elections, most counter games are down in San Francisco and considerable equipment is now idle. Throughout the past months, though, the jobbers have enjoyed exceptionally good trade and as soon as the present trouble has been forgotten business will no doubt be even brisker than before.

Jobbers report out-of-town business especially encouraging, with one firm reported making shipments as far east as Connecticut, West Virginia, Tennessee and Florida, in addition to shipping games to Canada and the Hawaiian Islands.

Local coin machine prominents are of the opinion that as long as politics plays a part in the coin machine industry, periods of temporary and local depressions must be expected. Experiences have proven that such local conditions generally last for only a short time and are always followed by even better business than was enjoyed before.

No doubt some form of licensing by the government of all types of coin machines would greatly stimulate and stabilize the coin machine industry, eliminating all political and other interferences. No doubt, with the rapidly increasing expenditures of municipal, as well as federal government, coin operated machines will sooner or later be taxed and licensed because the revenue will be needed.

SPECIAL TRADE CHECKS
Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise.
Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

KEYSTONE PHOTO SERVICE, INC.
COMMERCIAL PHOTOGRAPHERS
A thorough knowledge of the photographic needs of the coin machine industry.
1231 So. Olive St. Los Angeles PRospect-9161

ANNOUNCING THE NEW

AIRFLOW

DICE-O-MATIC VENDER

MASTER-BUILT BY GROETCHEN

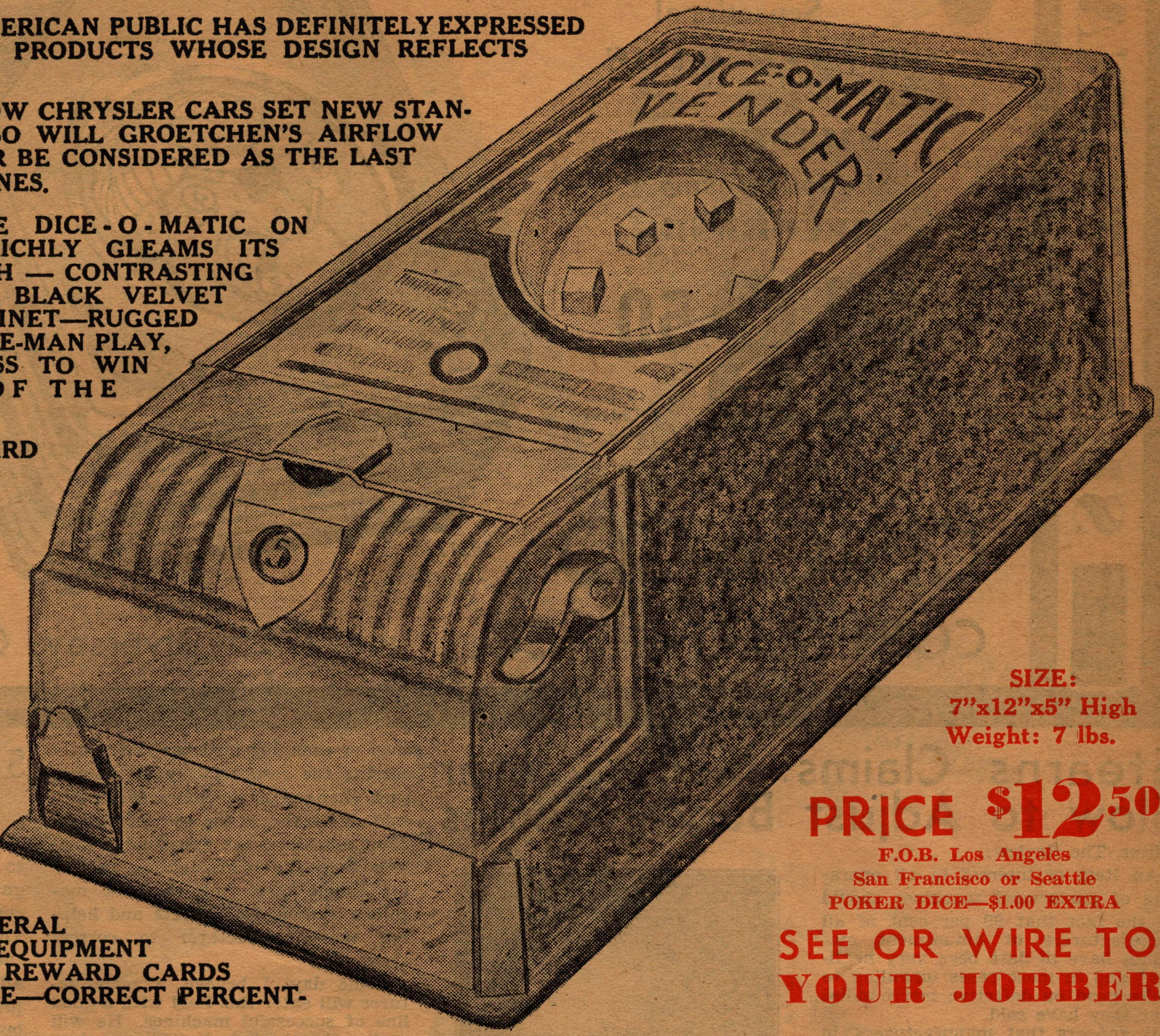
● FRANKLY SPEAKING. DESIGN OF THE SUPER-MODERNISTIC CABINET OF DICE-O-MATIC WAS INSPIRED BY THE CENTURY OF PROGRESS EXHIBITION.

● THE AMERICAN PUBLIC HAS DEFINITELY EXPRESSED ITS PREFERENCE FOR PRODUCTS WHOSE DESIGN REFLECTS THE MODERN SPIRIT.

● JUST LIKE AIRFLOW CHRYSLER CARS SET NEW STANDARDS OF BEAUTY, SO WILL GROETCHEN'S AIRFLOW DICE-O-MATIC VENDER BE CONSIDERED AS THE LAST WORD IN COIN MACHINES.

● PICTURE DICE-O-MATIC ON YOUR LOCATION. RICHLY GLEAMS ITS CHROMIUM POLISH — CONTRASTING SMARTLY WITH THE BLACK VELVET TEXTURE OF ITS CABINET—RUGGED CONSTRUCTION FOR HE-MAN PLAY, SMART GRACIOUSNESS TO WIN THE ADMIRATION OF THE LADIES.

● COLORFUL REWARD CARDS ATTRACT PLAY AND PROFITS.



FEATURES:

NEW ROTO-MATIC COIN CHUTE
1c — 5c — 10c,
NO QUARTERS
LAST COIN VISIBLE
POSITIVE ANTI-TILT
BALL GUM VENDER
YALE LOCK
SUCTION CUPS

SIZE:
7"x12"x5" High
Weight: 7 lbs.

PRICE $12.50
F.O.B. Los Angeles
San Francisco or Seattle
POKER DICE—$1.00 EXTRA

SEE OR WIRE TO
YOUR JOBBER

SPOT DICE OR NUMERAL DICE ARE STANDARD EQUIPMENT IN DICE-O-MATIC. REWARD CARDS BASED ON 3 OR 5 DICE—CORRECT PERCENTAGE ASSURED.

POKER DICE

• WHEN YOU BUY A NEW GROETCHEN MACHINE, YOU EXPECT SOMETHING OUT OF THE ORDINARY, SOME NEW FASCINATING PLAYING ANGLE, WHICH INCITES NEW PLAYER RESPONSE.
• DICE-O-MATIC HAS IT—THAT TREMENDOUS PLAYER APPEAL RESULTING FROM THE COMBINATION OF TWO AGE-OLD GAMES INTO ONE.

DICE — POKER

GROETCHEN 1934 POKER DICE-O-MATIC GAME

POKER DICE

ZIP . . . THERE THEY WHIRL. HEARTS AND SPADES—THAT JACK OF DIAMONDS—THERE GOES THE QUEEN OF HEARTS—TOO BAD—JUST ONE SYMBOL SHORT TO MAKE A STRAIGHT FLUSH. ZIP—LET'S TRY AGAIN.

BET—YOUR PLAYERS GET SO EXCITED PLAYING POKER ON DICE-O-MATIC THEY FORGET ALL ABOUT TAKING THE BALL GUM.

All Poker Hands Possible, Including Royal Flush

GROETCHEN DISTRIBUTORS

LOS ANGELES
WILL P. CANAAN
1027 W. 7th St.

SAN FRANCISCO
VIKING SPECIALTY CO.
632 Polk St.

SEATTLE
WESTERN DISTRIBUTORS
3126 Elliott Ave.

GROETCHEN TOOL COMPANY

120 NORTH UNION ST. CHICAGO, ILL.

MASTER CRAFT COMPANY

Los Angeles, Calif., Announce

BLACK MARIA

Junior Size, with Plenty of ACTION, Appeal, Skill
At a Price You Can Afford to Pay.

JOBBERS

For PRICE and TERRITORY, See or Write
WILL P. CANAAN, *Factory Distributors*
1027 W. Seventh St., Los Angeles, Calif.

ZIG-ZAG?

SURE

Automatic Amusements Co.
2534 W. Pico
Los Angeles

We've Got

ZIG-ZAG

Irving Bromberg Company
2922 W. Pico
Los Angeles, Calif.

ZIG-ZAG

Will Get the Play.

Will P. Canaan
1027 W. 7th.
Los Angeles

ZIG-ZAG

Write, wire, phone.

Sol Gottlieb Co.
1347 W. Washington

ZIG-ZAG

IS HERE

Your Jobber Has Them

Bonafide Jobbers in Southern California, Arizona, Nevada

Draw From Los Angeles Warehouse

GROETCHEN

DISTRIBUTOR
1027 West Seventh Street
Los Angeles

Get

ZIG-ZAG

from

Gans Co.

We Have

ZIG-ZAG

Paul Laymon
1503 W. Pico
Los Angeles

Buy

ZIG-ZAG

from

Mohr Brothers
2916 W. Pico
Los Angeles, Cal.

Order

ZIG-ZAG

from any of our branches.

National Amusement
2345 W. Washington

ZIG-ZAG

is the "latest."

Western Vending Machine Company
1511-13 W. Pico
Los Angeles

Long Beach Can Get

ZIG-ZAG

from

Joe Richarme
422 E. Fourth St.
Long Beach, Cal.

CAMOA Audit Being Made

LOS ANGELES—THE REVIEW was advised this week by the executive council of the California Amusement Machine Operators Association that an audit of the receipts and expenditures for the past year is being prepared and will be furnished to all who have contributed to the finances of the organization.

•

Capehart Visits West Coast Men

LOS ANGELES—H. E. Capehart, general salesmanager of the Rudolph Wurlitzer Co., spent a few days last week with his Pacific coast representatives, bringing to them the valuable points brought out at the recent convention in the east which the coast men were unable to attend.

Demand for Big Tables

CHICAGO—Jim Buckley, sales manager of Bally Manufacturing Company, states that the trade's reaction to SENIOR MODEL FLEET and SIGNAL indicates a definite trend to larger games.

SENIOR FLEET embodies all the action and skill features found in the Junior Model—such as the cannons, 7-balls-at-a-time automatic advance, out-ball return and other exclusive FLEET features. The large size playing field, however, is said to add to the action; and additional skill features have been added. FLEET'S cabinet is 44 inches by 22 inches, while the SIGNAL cabinet is 46 inches by 22 inches.

In addition to a lively demand for the big machines, Jim says orders are pouring in thick and fast for ROCKET, CHAMPION and SPARKPLUG, Bally's trio of Automatic Payout machines.

5c Mills F.O.K. 3 Jax or Rockola	**$16.95**
5c Jennings Bells or Venders 3 Jax or Rockola, serial about 10,000	**19.75**
5c Jennings Bell or Venders, serials under 30,000	**22.50**
1c Jennings re-built	**22.50**
Penny Duchess, used very little	**39.75**
Penny Antes—Bugless, improved gum venders; just a few left	**17.50**

All of the above are in good working condition.

PARTS AND SUPPLIES FOR SLOT MACHINES

10 Automatic Pianos	Make an Offer
10 A.B.T. Game Hunters	**4.00**
Mill's Electric Shockers	**3.00**
Baby Venders	**5.00**
Indoor Strikers	**1.00**
Puritans	**6.00**

Send Money Order or Certified Check for About 25 Per Cent with Order

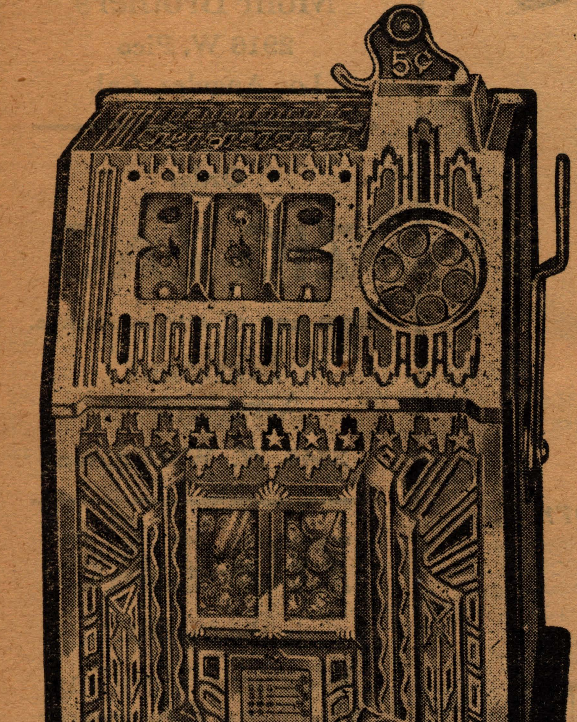
THE VENDING MACHINE CO.

316 W. Pico Los Angeles, Calif. PRospect-7084

PACE PRODUCTS ARE THE WORLD'S BEST

Here's the New "1935" Comet Bell and Side Vender
Beautiful—Modernistic

MYSTERY PAYOUT—20-STOP REELS—ON ANY MACHINE IF SPECIFIED

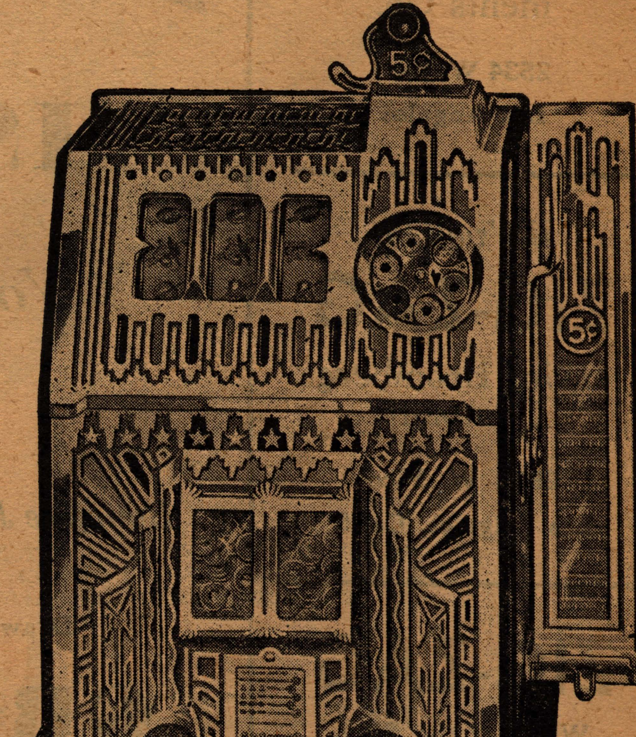


"1935" Comet Bell

1c, 5c, 10c, 25c and 50c

SPECIAL FEATURES

- TWIN JAK-POT Large, adjustable—pays alternatively, one always full.
- FAST ESCALATOR—QUICK PLAY.
- COIN-HEAD—Revolving type, eliminates jamming as no two coins ever touch.
- Equipped with "No Pay Check" Device
- New Style COIN AND CHECK SEPARATOR. All Bells equipped with Check Separating Device same as Venders — new COMET two machines in one—a VENDER-BELL.
- SILENT PLAY — EASY PULL.
- SLUG-PROOF—Last four coins always show.
- ROB-PROOF—Cannot be "tube-robbed" by wiring or shaking. Impossible to beat.
- A SURE-FIRE BIG-PROFIT MAKER.
- Complete stock all PACE PRODUCTS warehoused in San Francisco.



"1935" Comet Side Vender

1c, 5c and 10c

Phone, Wire or Write Immediately for Special Operators' Factory Prices!

PACE MANUFACTURING CO., Inc.

H. R. MASER, MANAGER—PACIFIC COAST OFFICE

1182 Market Street Telephone Hemlock 5257 San Francisco, Cal.

• COMING •

SUBMARINE

THE GREATEST AND MOST THRILLING PROGRESSIVE SCORING GAME EVER DEVELOPED

There have been many progressive scoring machines built but none like "SUBMARINE." Imagine seeing a ball drop into a "SHALLOW DIVE" hole and disappearing under the playing board—suddenly as if by MAGIC the ball reappears on the playing field far ABOVE the "SHALLOW DIVE" hole—the ball actually having rolled UP HILL—the ball is still in play for the "DEEP DIVE" hole—WOW—I made it — the ball goes down AGAIN—this time to reappear —the THRILLING ACTION DEFIES WORDS—SEE THE GAME AT YOUR FAVORITE JOBBER.

WILL BE A SENSATION!

Distinct in Design

Unequalled in Engineering

PREMIERE SHOWING OCTOBER 15th

. Write—Wire—Phone—Come In .

RETLAW COMPANY

2206 Temple
Los Angeles, Cal.
FEderal 1966

America's MOST Counter Gam

... with YEAR-AHEAD FEATURES!

1

CIGARETTES

Most fascinating of all. New exclusive "1 PACK" feature results in extra play and profits.

2

DRAW and STUD POKER

America is the greatest card playing country in the world. Poker reels are sure money-makers. HOLD and DRAW can be played two ways—Draw or Stud Poker.

3

BELL FRUIT

Now you can offer your players the big appeal of the Bell Fruit reels.

4

DICE

Every tavern and cigar counter has its dice box. HOLD and DRAW'S Dice reels offer an easier and more fascinating way to "roll the bones."

5

NUMBERS

Player draws for "high" or "low" score. Always popular, the Number reels now become doubly attractive because of the "free-spin" feature.

50,000 locations are ready for this latest Rock-Ola Product.
Ready to welcome this MIRACLE OF BEAUTY!
Ready to acclaim it the most distinguished counter game of all time!

● Modern Beauty and Color!

A famous designer and a great artist combined their talents in the creation of the cabinet. The result is a masterpiece.
In HOLD and DRAW you have the richest-looking game America ever beheld!
Just picture to yourself . . . an ultra-modern cabinet styled like a skyscraper . . . finished in a rich coppery-brown enamel . . . and set off by the flash and sparkle of gold and silver trimmings!
That's **beauty** for you. Beauty that will command the choicest locations in your territory.

● HOLD and DRAW Feature!

Incorporated in HOLD and DRAW is the exclusive feature of giving the player **2 spins for 1 coin.**
After the first spin, the player—by means of the five control buttons—can **hold** whatever cards he wants and **draw** new cards on the second spin.
This free-spin feature makes HOLD and DRAW the only game that lets the player use his own skill and judgment . . . the only game that lets the player feel he can control the results.

● 5 Games in 1!

With every HOLD and DRAW game you get five different sets of reels. There are the ever-popular Card reels—the tried and proved Bell Fruit reels—the fascinating Disc reels—the new Number reels—and the up-to-the-minute Cigarette reels.

● "1 Pack" Feature!

On the Cigarette reels, in addition to the regular symbols, there are the letters: 1 PACK.
Whenever the player gets a combination of these letters, he has the choice of two things: He can draw to complete the word 1 PACK—or else he can draw for a winning combination of the regular cigarette symbols. This is one more example of HOLD and DRAW'S many exclusive **playing** features.

● Year-Ahead Construction!

HOLD and DRAW is the finished result of advanced engineering of year-ahead construction.
It operates silently. It has a one-unit, removable mechanism. Its reels are shake-proof, and the reel strips are oil- and dirt-proof.
Every unnecessary part is done away with. The whole mechanism, down to the last rivet, is simplified.
To you this means sure and steady operation, satisfied locations, and greater profits.

● Special Facts!

HOLD and DRAW takes 1c, 5c, 10c, and 25c coins . . . plays one hundred games an hour . . . takes in $1, $5, $10, and $25 an hour depending upon the coin played . . . has a Ball Gum vendor and is suitable for all locations everywhere.

● Be First—Order Today!

HOLD and DRAW is the game of today! It will soon hold the spotlight in 50,000 locations throughout the country. And once it gets into your territory, all other machines of its type will be put to one side.
So make sure of keeping the spots you now have and of getting choice new ones. Order today. Be first. **Write or wire immediately!**

$2

1

**This pric
change
Because
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prices, t
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every da
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prices g
you mon**

Rock-Ola Mfg. Corporation
617-631 West Jackson Boulevard
CHICAGO, ILLINOIS, U. S. A.

HOLD AND DRAW

A BRILLIANT ADDITION TO THE ROCK-OLA LINE OF FAMOUS NATIONAL

T DISTINGUISHED

ne!

Guarantee

You must be satisfied. You can't lose. Try a sample HOLD and DRAW for a week or even 10 days. If it does not prove to be the **fastest** and **steadiest** money-maker you ever had, send it back for a prompt refund of your money in full. Get your sample now. **Write or wire immediately.**

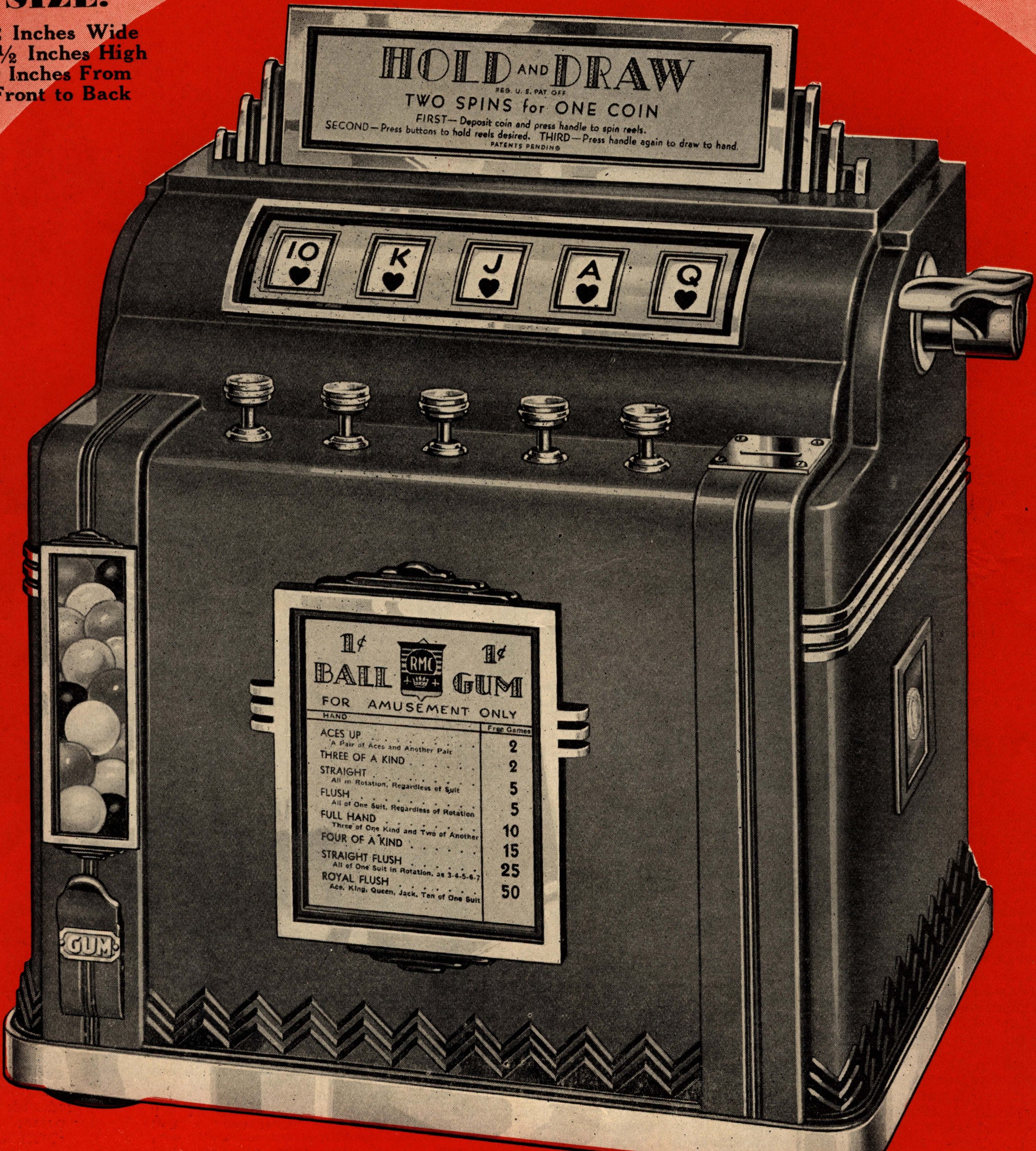
SIZE:

12 Inches Wide
10½ Inches High
9 Inches From Front to Back

29 50 ★

1 or 100

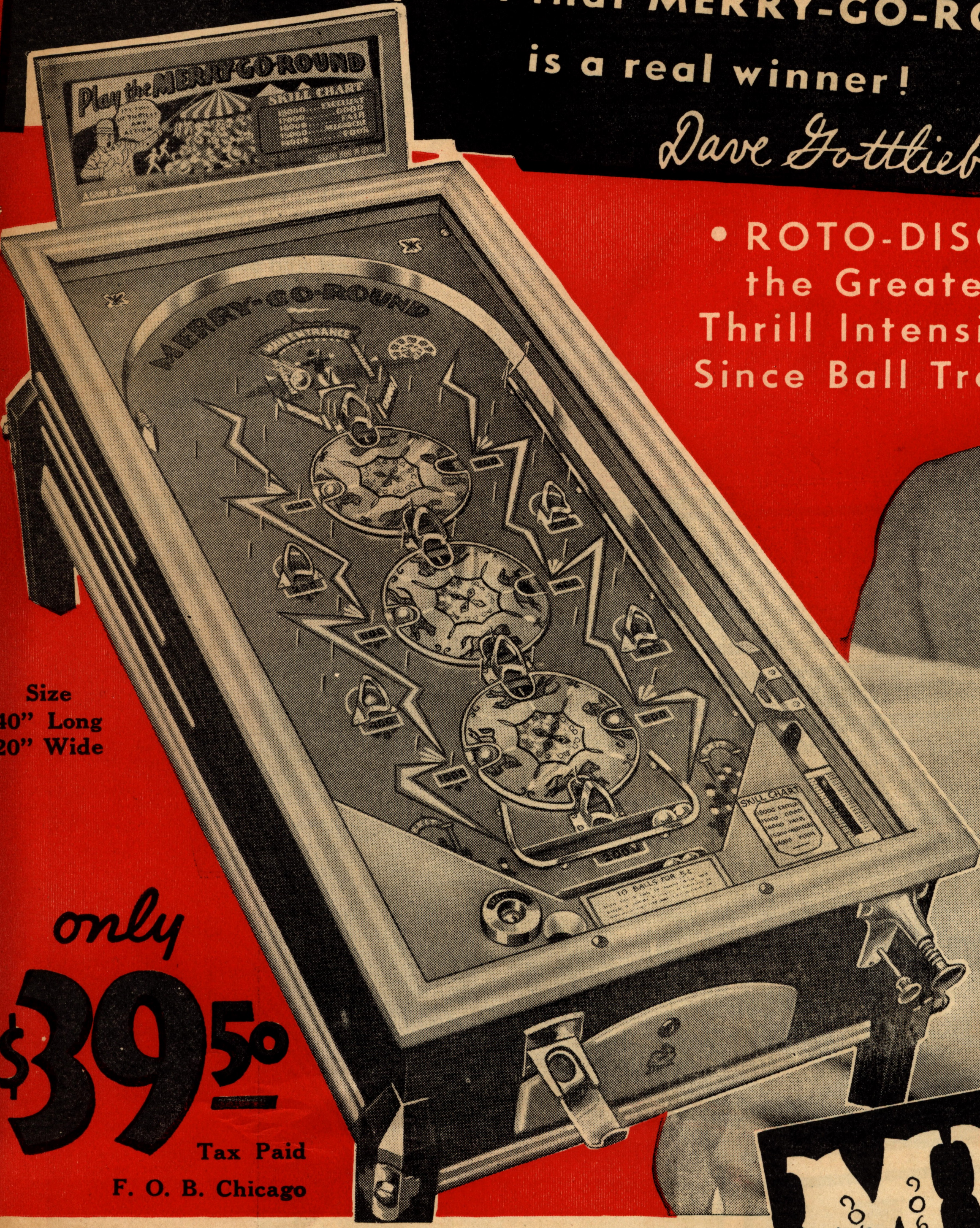
price is subject to e without notice. se of the Govern- plan to raise the cost of ma- is increasing day. Prompt ac- herefore — before go UP—will save oney.

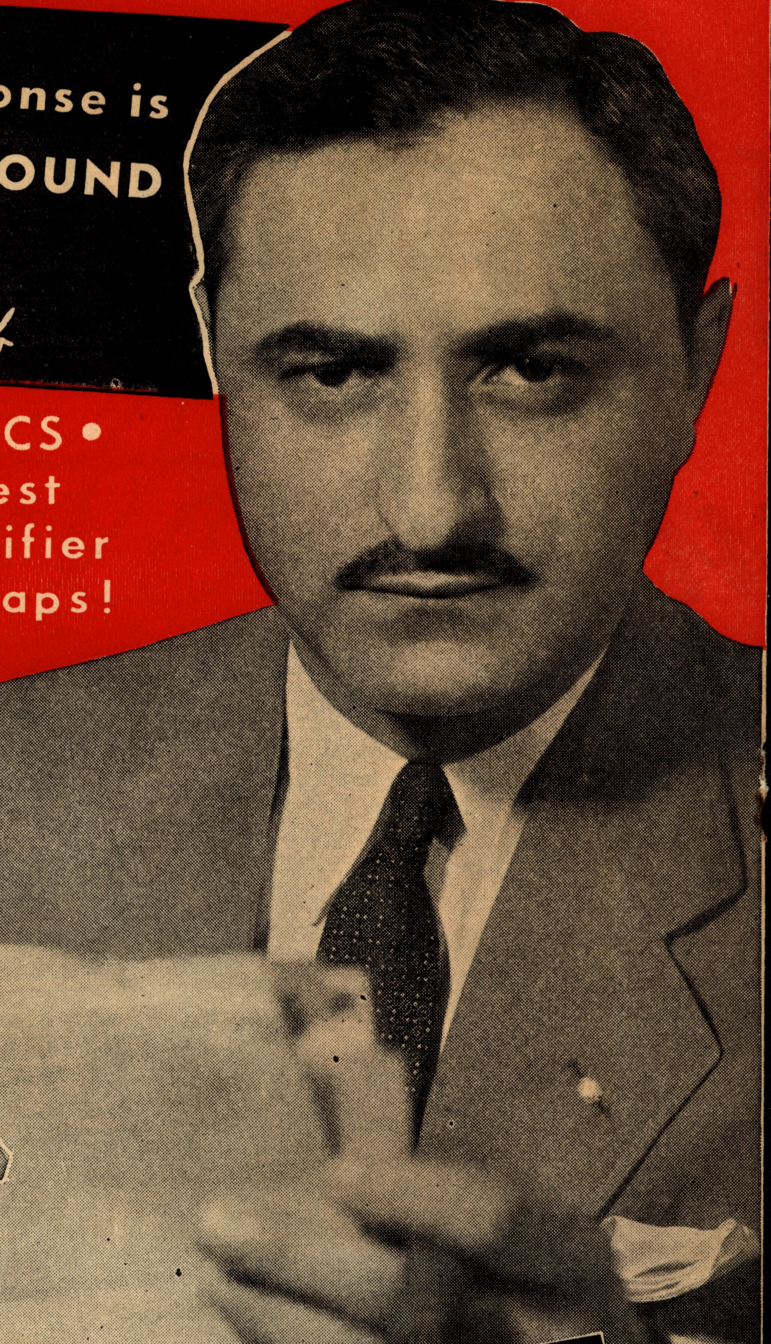

HOLD AND DRAW
REG. U. S. PAT. OFF.
TWO SPINS for ONE COIN
FIRST—Deposit coin and press handle to spin reels.
SECOND—Press buttons to hold reels desired. THIRD—Press handle again to draw to hand.
PATENTS PENDING
10
K
J
A
Q
1¢ BALL
1¢ GUM
RMC
FOR AMUSEMENT ONLY
HAND
Free Games
ACES UP
A Pair of Aces and Another Pair
2
THREE OF A KIND
2
STRAIGHT
All in Rotation, Regardless of Suit
5
FLUSH
All of One Suit, Regardless of Rotation
5
FULL HAND
Three of One Kind and Two of Another
10
FOUR OF A KIND
15
STRAIGHT FLUSH
All of One Suit in Rotation, as 3-4-5-6-7
25
ROYAL FLUSH
Ace, King, Queen, Jack, Ten of One Suit
50
GUM

L SUCCESSES! SEE YOUR NEAREST ROCK-OLA DISTRIBUTOR AT ONCE!

Thank You! Your tremendous response is overwhelming proof that MERRY-GO-ROUND is a real winner!

Dave Gottlieb





• ROTO-DISCS •
the Greatest
Thrill Intensifier
Since Ball Traps!

Size
40" Long
20" Wide

only
$39.50
Tax Paid
F. O. B. Chicago

MERRY GO ROUND

the Phenomenal Pin Game

"We smashed all precedent to produce this amazingly novel game!"

"IT IS TRUE that our greatest successes (and likewise yours) have been based on ideas that dared to be different.

"In Merry-Go-Round I feel we are offering the coin machine world an entirely novel departure. A game that imitates no one! A machine that packs the strongest action wallop of any game we have ever produced. An attraction that achieves the pinnacle of appeal . . . speed . . . fascination and earning power!

"We have developed in Merry-Go-Round an amazingly new means of scoring. For the first time aluminum Roto-Discs automatically, without electricity, toss, pitch and whirl balls into scoring pockets. Three Roto-Discs are capable of spinning simultaneously, creating a thrilling spectacle of action.

Sensational Features

- New Aluminum Roto-Discs.
- Gold Bakelite-Finish Playing Field.
- Warp-Proof Tempered Masonite Panel.
- New A. B. T. Super Coin Chute
- Last Coin Visible Through Field.
- Single Ball Release.
- Bell Rings.
- Out Balls Return.
- 40"x20" Walnut Finish Cabinet.
- Natural Maple Trimmings and Moulding.
- Chromloid Track and Many Others.

"These Roto-Discs do more to stimulate excitement, to draw and hold patronage than any device I have ever seen. This feature, plus many other mechanical and operating innovations, will make MERRY-GO-ROUND the top-notch play-getter of the year!"

This Statement by Dave Gottlieb Is Important to everyone in the coin machine trade. For all features he describes cannot ALL be found in any other machine!

MERRY-GO-ROUND'S playing action is unique! Picture this action: As ball goes through the "Entrance" a bell rings and the ball is automatically carried one-quarter turn on the first Roto-Disc. A second ball adds another quarter turn, dropping the first ball on the second Roto-Disc. Subsequent balls successfully shot through the "Entrance" set the three Roto-Discs spinning wildly, dropping balls into the 2000 Score Pocket. Out Balls return when third disc spins.

This amazing action plus MERRY-GO-ROUND'S inviting beauty is positively irresistible! Prove it to your own satisfaction by operating MERRY-GO-ROUND now! AT YOUR JOBBER TODAY!

Actual 60 day test proves Merry - Go - Round's Outstanding Ability!

MERRY - GO - ROUND was tested in actual locations in Chicago for 60 days before introduced. Here are some of the reports:

"MERRY - GO - ROUND led every other game in receipts."

"Not one minute of play lost during the entire time because of mechanical defects."

"There was always a crowd around MERRY-GO-ROUND."

"Everybody was thrilled watching the Roto-Discs whirl and pass the balls."

PROVEN — America's Greatest Attraction!

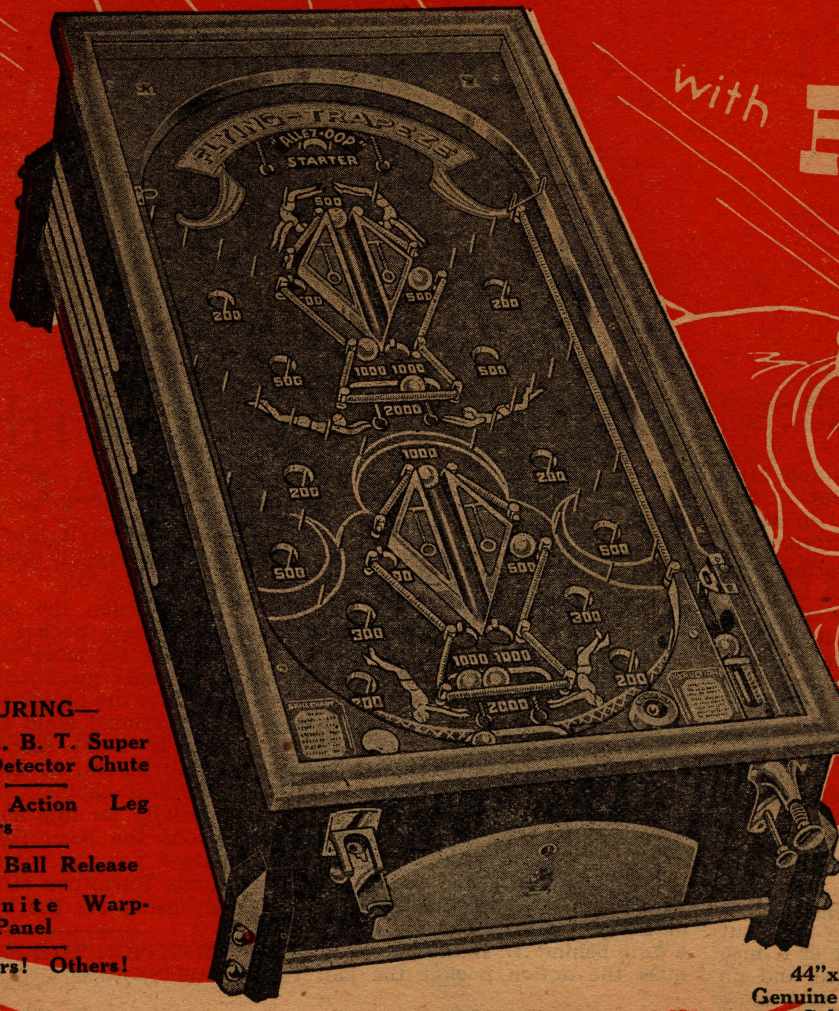
D. GOTTLIEB & COMPANY

2736-42 N. Paulina Street
CHICAGO, ILL.

LONDON, ENGLAND—Burrows Automatic Supply Co., 78-81 Fetter Lane

GOTTLIEB SCORES ANOTHER HIT

with FLYING TRAPEZE



FEATURING—
- New A. B. T. Super Coin Detector Chute
- Knee Action Leg Levelers
- Single Ball Release
- Masonite Warp-proof Panel
- Others! Others!

44"x24" Genuine Walnut Cabinet

FLYING BALLS

its new!

SEE Marble Balls fly thru the air with skillful ease!

SEE the Allez-Oop hole set off a succession of amazing feats!

SEE the tantalizing gyrations of the re-bounding balls!

SEE the most beautiful game you've ever laid eyes on!

Plus Dozens of Other Play-Binding Attractions

The Superfine Pin Table for the De Luxe Location

FLYING TRAPEZE

It's astonishing . . . That Daring New Game . . . the Flying Trapeze

IT'S HERE! The game that outthrills the greatest thriller you've ever operated! The liveliest, most active, spirited game that ever drew a player's coin! Operators . . . we present the one and only . . . the inimitable FLYING TRAPEZE!

Ingenious in its simplicity! . . . Marvelous in its performance . . . FLYING TRAPEZE leaves nothing lacking in suspense! Hit the "Allez-Oop" hole and see what happens! A bell rings! The upper "500 Ball" and lower "500 Ball" fly through the air, over the trapeze and into the "2000 Pocket." A split second later the side balls advance to higher scores. Another split second later the lower trap balls are advanced to higher numbered pockets and out balls are returned.

And that's not all! FLYING TRAPEZE is a circus riot of beauty! A richly colored, golden bakelite-finish Playing Field is trimmed with glistening Aluminum Trapezes and Spring Rails. Add to this—its genuine, select walnut Cabinet, inlaid with natural finish birch!

Why wait? Swing to the Flying Trapeze and swing into bigger money now!

$52.50 Tax Paid In Any Quantity

At Your Jobber's—Now!

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST. CHICAGO, ILL.

London, England: Burrows Automatic Supply Co., Ltd., 78-81 Fetter Lane

The Most Unique Game Ever Developed. SEE IT TODAY!

ACTION

Don't Miss This One. Order Today!

AL GUSTAFSON

126 Elliott Avenue, West
Seattle, Wash.

Oregon

Bob Allen, Lester Beckman, Cecil Hallinan, Irving Goldblatt and Jake Weinstein have opened new operating offices at 609 S. W. 19th St., in Portland. New place is classy spot. Refreshments being served to out of town visitors only.

Portland has gone MAJOR LEAGUE. Fifty-two placed on location in one day and you can believe me the ops sure were busy racing each other to locations.

Yom Kipper was observed by the Portland ops nearly 100 per cent. While the boys did not work that day they enjoyed themselves by hiding out in the back room of the National Amusement Co., eating ham sandwiches. Goldblatt and Weinstein held out until 2 o'clock and the smell of food and kidding got the best of them. While they wouldn't eat the sandwiches they went across the street and by actual count they each devoured six hot cakes, potatoes, two eggs and three cups of coffee. Take these fellows' word for it. There are times when food really tastes good.

Operating in Portland is a little different than in most places. Ops trade locations, loan their equipment to each other—and its really one big happy family.

Bob Allen has left for a six week's vacation in Montana, Texas and California.

Hugh Hammerly and his able Mrs. paid Portland a visit on Sept. 21 and promised to come back in two weeks and see Oregon beat Stanford.

There are only 12 operating concerns in Portland owing to the stiff license of $100 plus $5 for each machine per year. The chief license inspector, George Cusick, has helped conditions a great deal and he knows his business. He is always willing to go out of his way to help anyone and understands their problems but when someone abuses his good nature he sure can put them back in place in a hurry. More power George and the boys all like you.

It will soon be time to get out the snow shoes and don't you California ops envy the Oregon boys. When a service call comes in about midnight and they get out of a nice warm bed, get out the sled and go forth in the nice cold air and snow a foot deep—yeah, I bet you do.

The Portland boys all want Tom Wall to come up here on his next trip. They say they will throw blondes at him so fast that by the time he leaves he will swear off and only look for red heads. You know Tom there are more blondes in Portland than Hollywood and Chicago combined.

Slots are banned in Portland as well as automatic pay tables. Woe to the man caught with one.

Williams Ready With New Game—ACTION

LOS ANGELES.—When this issue of THE REVIEW reaches its readers the massive plant of the Automatic Amusements Company will be running full blast turning out Harry Williams' latest pin game—ACTION.

"The game is rightly named," says Harry, "for once a player starts playing ACTION he will be surprised and amazed that so much genuine action can be crammed into an ordinary marble game. Every ball is loaded with action."

In the operation of the game when a ball hits the action pocket it completely disappears and then comes a-bounding up out of a funnel into one of the side guarded areas and closes a gate behind it. If the player should miss the action pocket the ball rebounds when it hits the kicker and goes dancing all over the top of the board.

In addition the game has a free play release pocket that returns all out balls for more plays, and the release balls go crazily back up the field into the center guarded area and dance around amid the big numbers.

As is usual Harry Williams has housed his latest number in one of the finest cabinets obtainable. Built especially for him and to his specifications the beautiful cabinet represents a genuine achievement for the Morris Furniture Mfg. Co., who are responsible for the building of them.

MENTION THE REVIEW TO ADVERTISERS.

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EXPERT WORKMANSHIP

MACHINE WORK :: WELDING :: LOCKSMITHS

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CHICAGO LOCK

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CHICAGO LOCK CO

2024 RACINE AVE. CHICAGO ILL.

The Most Unique Game Ever Developed. SEE IT TODAY!

ACTION

JNO. R. MOORE & SON

106 Golden Gate Ave.
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Grand Opening Wednesday, Oct. 10th

The Largest Display of Coin Operated Devices on the Coast

10,000 Square Feet

AT 2922-24-26 WEST PICO STREET

We Are Exclusive Distributors For Exhibit Supply Co.

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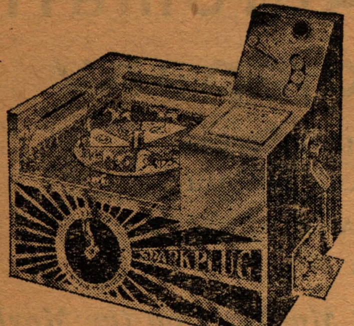
Bally Mfg. Co.



SPARK PLUG—$29.50 Chicago
FLEET—new, $36.00 L. A.
CHAMPION—new, $85.00 L. A.
ROCKET—used, $30.00
AIR-WAY—used, $6.00
MONARCH—new, $10.00
PENNANT—new, $10.00
FATIMA—new, $5.00

Section G
D. Gottlieb & Co.

Merry-Go-Round
$39.50 F.O.B. Chicago
Flying Trapeze
$52.50
Brokers Tip
Used $6.50
Broadcast
Used $5.00

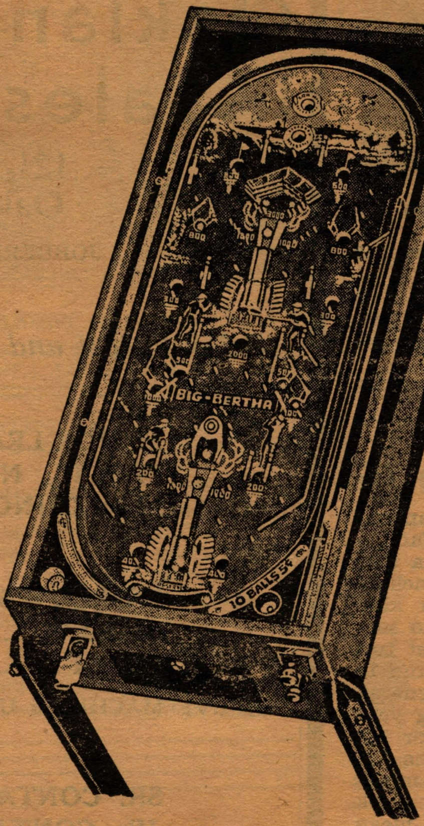
Genco, Inc.

Subway
$29.50 Chicago
Silver Cup
Used $8.00
Pontiac
New $15.00
Step-Up
New $25.00
42nd Street
New $12.50
Ritz
New $8.00
New Century
Used $5.00

Groetchen Mfg. Company

Zig-Zag
Shutters—$19.75
Zig-Zag
Plain—$18.50
21 Vender
New—$17.50 L. A.

Section D
Daval Mfg. Company



BIG BERTHA JUNIOR
41"x19"
$35.00 L. A.
BIG BERTHA SENIOR
46"x22"
$45.00 L. A.
AMERICAN BEAUTY
CHICAGO CLUB With Divider
CHICAGO PLAIN
DAVAL VENDER With Divider
DAVAL VENDER Plain

Section R
Rock-Ola Mfg. Corp.

Hold and Draw
$29.50 Chicago

World's Series
New $15.00—Used $10.00

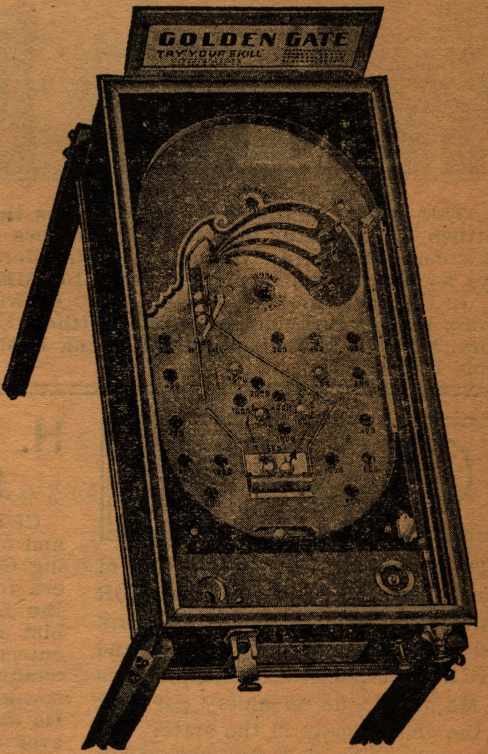
Official Sweepstakes
Venders, New $13.00—Used $10.00

Jig-Saw
Used $7.00

Wings
Used $5.00

Lo-Boy Scales
$35.00 Chicago

Section E
Exhibit Supply Co.



GOLDEN GATE
21"x44"
GOLDEN GATE
19"x38"
SELECT-EM DICE VENDER
LIGHTNING
19"x38"
SWEET-SALLY

Section P
Pacific Amusement Co.

Major League
24"x44" $66.00 L. A.
Contact Sr.
5 Foot Used $30.00
Metropolitan
5 Foot Used $15.00

Pierce Tool & Mfg. Co.

Hit-Me
$17.45 L. A.
Gypsy

Come In and Look Around

Signal—Marble Parade—Forward Pass—Gateway
See—Jack Rabbit—O' Boy What a Game
Pay-Toilet—Locks—Used—Like New $10.00

Parts for All Machines

Irving Bromberg Co.

2922-24-26 Pico St. Los Angeles, Calif. REpublic 4148

Gottlieb Crowd Wait for Game

This is part of the crowd of operators that gathered in front of the Sol Gottlieb Co. recently to wait for deliveries on MERRY-GO-ROUND. The showrooms looked like the union depot, before the time of autos, for several days as operators jammed the place for MERRY-GO-ROUND.

In the photo are, left to right: Ted Brown, H. Hodgson, Bob Riddell, Art Dwan, H. Harris, Louis Beller, Sol Gottlieb, Eli Glassman, C. A. Wiser, C. G. Flora, Billie Berg, Eddie Aronson, Frank Robinson, J. Nichols, J. Brooks and Louis Engelman.

Colorado

The Modern Amusement Co., of Denver, is going places with MAJOR LEAGUE. The boys behind the firm are up and coming go-getters and have been responsible for the presence of Major League on ninety per cent of the choice spots in the state.

Operators have just concluded a better than average summer season. A steady flow of tourists aided business on all types of coin controlled equipment. Fall is being looked to with renewed activity and confidence.

The Star Vending Company in Denver maintains one of the finest displays of automatic equipment in the mountain states. Operators are always welcomed to drop in, spend a while, and look over the nice assortment of choice machines.

Viking Gets Klix Exclusive

SAN FRANCISCO—Mr. Henry Kramer of the Mechanical Games Manufacturing Company, Los Angeles, spent a few days in San Francisco and made arrangements with the Viking Specialty Company for the exclusive distribution of the KLIX marble games.

The KLIX games have some very attractive innovations and are receiving heavy play on all locations.

November 5

IS THE CLOSING DATE FOR THE NOVEMBER REVIEW

COPY AND CUTS MUST REACH US BY THEN

H. ALLEN SEES NEW ERA DUE

CHICAGO.—Harry Allen, manager and owner of the Royal Manufacturing Company of Chicago sees a new era for Coin Machines. Launching the Golden Arrow which has kept him glued to his desk fifteen to seventeen hours a day for the past two months, Mr. Allen still had time to speak for the pin game in general. He said, "I look for the coming year ever and increasing demand for pin games. These skilled means of amusement have touched the minds of men of ability and every week ushers forth new ideas that mean better and better games. I have been operating for twenty years in all sections of the country. What was at first a toy came into an experimental transition from which emerged a great business employing many trades country wide.

The pin game now really enjoys high reputation and is found in some of our best clubs, homes, in parties, and in operation in every state. I am every ready to do my bit to aid the pin game industry in every direction.

Genco Completes Interesting Survey

CHICAGO—D. Gensburg, of Genco, Inc., sees a prosperous fall and winter season ahead for all branches of the industry.

Recently the Genco firm completed a survey of conditions and the concensus of opinion showed that operators in the pin-game operating field are making more money than ever because more people are working, more people want to be amused and the machines now take in nickels where they used to operate on pennies.

The survey showed in the main just as many nickels are taken in as pennies and the increase is noticed nation-wide. The pulse of the people of the country shows that the desire for amusement increases in direct ratio to work and with thousands going back to jobs this fall and winter even greater pick-ups should be noticed from coast to coast.

Genco's new game, SUBWAY, is getting into the small towns and crossroads as well as the big cities and a check on receipts showed a 20 per cent increase over former periods.

Oakland Automatic Sales Company

121-123 Tenth Street
Oakland, California

JOBBERS AND MANUFACTURERS

All the Latest and Newest Machines on the Market

MAJOR LEAGUES, NEW	$67.50
FLEETS, NEW	25.00
LIGHTNINGS, NEW	29.50

WORLD'S SERIES BASEBALL	$11.00
JIGSAW	11.00
FLEET	20.00

ABOVE MACHINES USED AND IN FIRST CLASS CONDITION

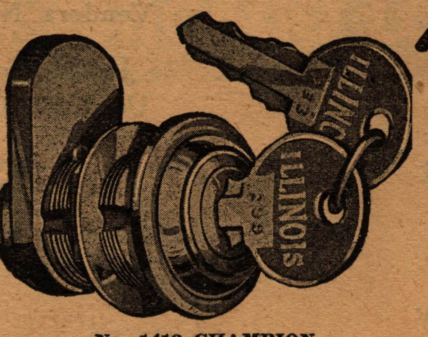
SR. CONTACT	$35.00
JR. CONTACT	37.50
BABY CONTACT	18.00
SIGNAL	16.50
FLASHES	18.00

EXCEPTIONALLY GOOD CONDITION

ANNOUNCING a new and sensational game. A real money maker. Watch next issue for full particulars.

ILLINOIS LOCKS

Protect Your Profits



No. 1412 CHAMPION

"Major League"—The Pacific Amusement Mfg. Co., exclusive users of ILLINOIS products, equipped the new "Major League" game with ILLINOIS LOCKS and LEG LEVELERS.

When buying new coin machines or increasing the efficiency of the ones you now have, insist on the maximum safety to profits that modern lock manufacturers can give. ILLINOIS CHAMPION or JUNIOR locks stand foremost in coin machine **Profit Protection.** Sturdy, rugged, and strong, yet designed for attractiveness as well, they give years of excellent service and security. Operators who use ILLINOIS precision locks sleep well. They know their sales are protected by locks which give 100% service long after the machines are worn out. Profits are too hard to get to be careless in their protection. Heed the sure answer to profit safety:—use ILLINOIS Precision Locks!

Free Catalog on Request

For full details of prices, sizes, and patented features believed to give a degree of security, durability, freedom from trouble—send Today for the Free Catalog.

ILLINOIS LOCK CO. 737 Jackson Blvd. Chicago, Ill.

THE OPERATOR'S BUYING PROBLEMS

By H. McCLELLAN

HERBERT McCLELLAN
Manager of the Los Angeles Plant of the Pacific Amusement Mfg. Co.

I do not wish this to be direct advice, but accepted as ordinary sound business judgment, from a study of this fast-moving industry.

This business has been—and still is—a money-making enterprise. Any industry or business that has grown as fast as this has is sure to have its ups and downs. There is always plenty of money ready and plenty of people ready to put it to work in any business that shows money-making possibilities. For example, the motion picture industry sprang forward in leaps and bounds—money and people from everywhere entered this field in a blind manner. The high-pressure became great—elimination immediately started to work, and the final result was that but few controlled the situation. In other words, as the old saying goes, "survival of the fittest" remained.

Here was a concrete example of what faces this business of ours. Now "what to do to protect ourselves," we say. My suggestion is not new; however, it will work.

First, let's consider the number of new games being introduced regularly—of course, we must have new games, it's true, or our business would be utterly finished. But, when considering a new game, it is very important that this new game isn't somewhat of a take-off from a game you have already had, and that the public has played the idea before. Because a new game has a different designed cabinet, playboard, pinning, and holing—yet carrying the same idea of a previous game that was popular, or semi-popular—should be reason enough for an individual to realize that that particular game, with its camouflage, could never be another winner, nor perhaps barely retire itself in earnings of its purchase price.

There are mighty good reasons for the manufacturers bringing out new models fast, but I might say we do not need them as fast as they come, inasmuch as most of them do carry the same idea of the original, but discussion on that will not help matters any.

Now, as an operator, you might think it necessary to purchase one or two of each new game that comes out in order to establish self-preservation. This is not true, and if you do it you will go broke and find yourself a "has-been."

A study of the large operating companies throughout the country and their methods of buying, will assure you of the precaution they entertain in the purchase of new games. Again, if they are in doubt about a new model, their better judgment is exercised by waiting before buying, thus making the game prove its merits, and then, after such a period of waiting, they always seem to be able to buy, and yet retain their locations.

You might think this a hard, difficult system to follow, but try it and see the result. If you don't use sound buying judgment, your large, successful competitors will still be in business after you are done and gone. Buy intelligently and remain in business. You'll then be looked upon as a smart, progressive business operator. Watch your credit. Do not use it if you do not have to, and you will get further.

Pacific Selected the

Neu-bart Ball Elevator

Because

It Is the Finest On The Market

- Metal Stampings
- Metal Spinnings
- Tools
- Dies

"A Complete Manufacturing Service"

Neu-bart Stamping & Manufacturing Co.
415 East 16th Street PRospect 9729
LOS ANGELES, CALIF.

Special Metal Stamping or Hardware Made to Order

Glass Used In
MAJOR LEAGUE
Is the Finest Obtainable

Wise manufacturers buy their glass from

Golden State Glass Corp.

and are thus assured of getting the clearest, finest glass it is possible to obtain.

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500 West Pico Street
Los Angeles, California
PRospect 5488

•

THEY DO COME BACK!

Famous pitching star of past decade returns to MAJOR LEAGUE—"Red" Oldham who starred for many years with Detroit in "Big Show," returns to MAJOR LEAGUE.

There is no truth in the old saying, "They never come back."

After being in retirement from professional ball playing for many years, Red Oldham has returned to the national pass-time, and is operating a string of MAJOR LEAGUES Marble Games, which are endorsed by him and many other star baseball players.

•

MENTION THE REVIEW TO ADVERTISERS.

Advance Electric Aids Development

The first marble machine was developed many years ago and was also forgotten for many years. But today it has become a large industry and is played by many millions each year. The new interest in this game has been brought about by designing them in such a way that they have appearance, create interest for the player, and require skill to make a score. All of these things have been accomplished by the use of electrical equipment and finer designs.

The Pacific Amusement Mfg. Co. of Los Angeles and Chicago has been exceedingly successful in the manufacture of pin games. They were the first to present a game in which the ball progressed from one score to a higher, such as CONTACT. This company now is manufacturing MAJOR LEAGUE.

The basic appearance and operation of MAJOR LEAGUE was created by Jim Reed, Herb McClellan and Bon MacDougall. The story of the development of the several power units that comprise the MAJOR LEAGUE hinges on the creative ability of F. W. Falck who, with the assistance of I. W. Eisenberg, contributed toward the most active pin game to appear on the market.

The average person does not realize that behind the clever actions of MAJOR LEAGUE lies many technicalities and scientific applications. Due to F. W. Falck's vast experience in mechanical and electrical engineering, the Advance Electric Company has been able to supply the Pacific Amusement Mfg. Co. with power units for MAJOR LEAGUE that are sure and fool-proof.

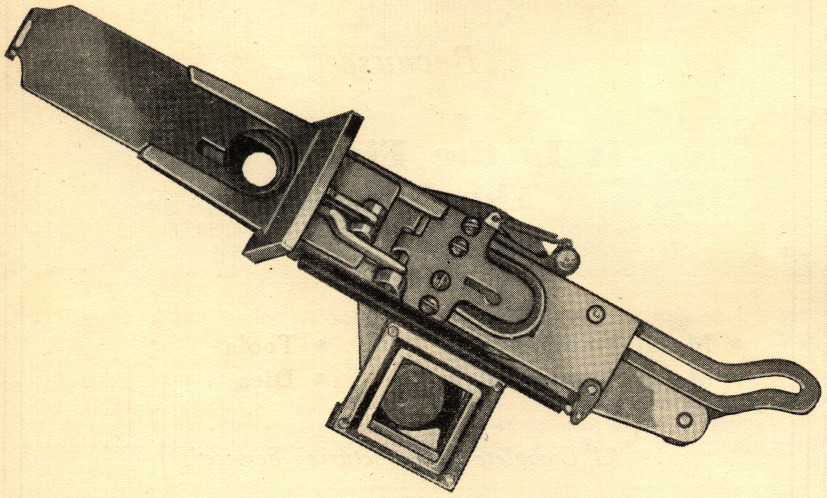
Mr. Gadget: "What is the most pathetic picture in the world?"

Ditto: "A horse fly sitting on a radiator cap."

IMPORTANT

A. B. T.

NEW VISIBLE CHUTE NOW READY



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Paul A. Laymon

Jobber Quality Coin Operated Machines

1503 W. Pico St. Los Angeles, Calif.
Phone—EXposition 8989

Bob Decker With PAMCO

LOS ANGELES — Bob Decker, famous 190-pound U. C. L. A. quarterback of two seasons ago, has joined the Southern California Maroons, who opened the professional football season here Sunday, September 23, against the Shamrocks.

Decker was picked by many leading sports writers for All-American quarterback in 1932.

He is the property of the Brooklyn National Baseball team, but at the present time, is on their voluntary retired list, due to an arm injury he sustained in a professional football game last year. This injury, which tore the ligiments in his shoulder loose, prevented him from throwing the ball more than fifteen or twenty feet. The arm was treated by Bonesetter Reese this spring, who advised Decker against attempting to play baseball this past season.

Decker has been employed in a technical capacity by the Pacific Amusement Manufacturing Company, and will continue in their employ while playing professional football on the coast. He hopes, however, to be able to return to Brooklyn next spring.

His reputation as a football player is too well known to mention here. He replaces Homer Griffith as quarterback for the Maroons.

National S. F. Office Busy

SAN FRANCISCO—The local office of the National Amusement Company is one of the busiest spots in the city, with all MAJOR LEAGUES coming in from L. A. sold before they arrive.

H. L. Stuart, manager of the L. A. office, recently met with C. N. McClelland, S. F. office manager, and Jack McClelland, Portland manager, in a conference to determine how better to serve the operators.

National reports a steady demand for CONTACT also.

There is a
CHICAGO
LOCK
for Your
Requirements
CHICAGO LOCK CO
2024 RACINE AVE. CHICAGO ILL.

Switches Do Double Duty

It may be that the first mechanical invention was thought out by a lazy man, but if mankind had not been dreamers and lazy, some of the great scientific developments of our time might never have come about. What one man could lift a locomotive? Yet the combination of several men's ideas has brought about the development of devices that first harness power and strength and then release it according to preconceived ideas to perform useful work.

When a player hits the home run hole of MAJOR LEAGUE he gets a great thrill out of seeing the ejectors push the balls around the playing field, but he little realize the years of toil and experimentation that have gone into so simple a contrivance as the little push-pull switch. That one item alone probably has involved an expenditure of millions of dollars in various fields by thousands of men who have applied this little implement to hundreds of useful purposes.

The switches on MAJOR LEAGUE are supplied by Soreng-Manegold Company of Chicago. This concern has been identified for a great many years with the automotive parts industry as well as the radio industry. In addition to the push-pull switches for machines of this kind, various electrical specialties are made for use on coin-operated machines.

●

Mose was in the war. At every explosion he strove for the rear line. His colonel talked to him thus:

"You shouldn't be afraid, Mose. Why what if you do die. Heaven's your home."

"Yassuh, ah knows. But ah ain't homesick."

Holister Coil Spring Mfg. Co.
made the Coil Springs for
MAJOR LEAGUE

We can furnish all types and sizes of coil springs and wire forms for every purpose. We invite bids from all amusement games or affiliated companies.

Holister Coil Spring Mfg. Co.
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LOS ANGELES, CALIFORNIA

We Appreciate the Use of Our
COIN BOXES
by
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Best Wishes for Your Continued Success

Any Size or Style of Coin Box to Fit the Individual Need.

General Can Co.
1275 Riverside Drive
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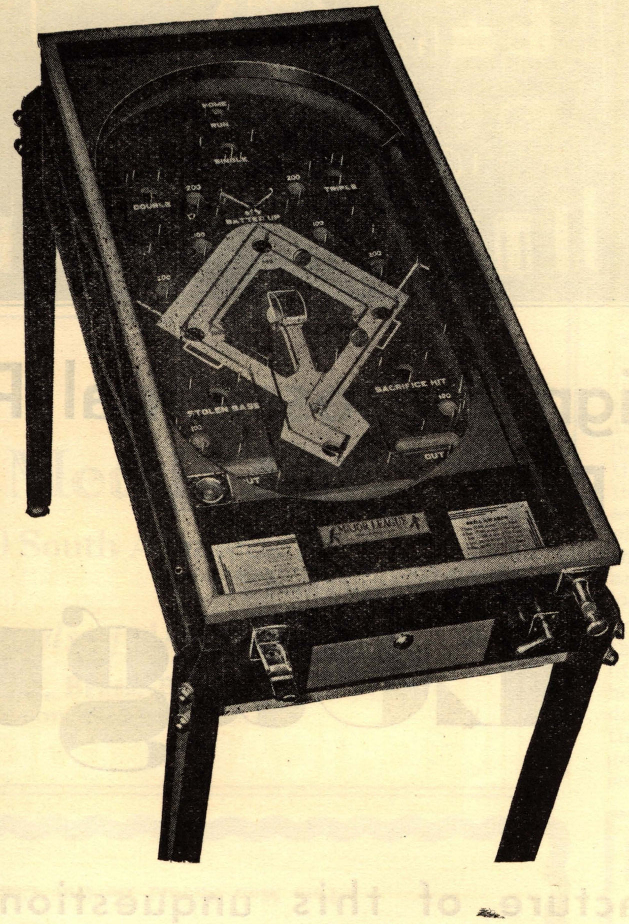
MAJOR LEAGUE & CONTACT

SLIDE HOME WITH

Major League


HOME RUN
SINGLE
DOUBLE
TRIPLE
BATTER UP
STOLEN BASE
SACRIFICE HIT
OUT
OUT
MAJOR LEAGUE

NUF SAID

SEE YOUR JOBBER TODAY

Advance Automatic Sales Company, 1082 Golden Gate Ave., San Francisco, Calif.
Jno R. Moore & Son,, 106 Golden Gate Ave., San Francisco, Calif.
Oakland Automatic Sales Co., 121 Tenth St., Oakland, Calif.
Al Gustafson, 126 Elliott Avenue West, Seattle, Wash.
Western Distributors, 3126 Elliott Avenue, Seattle, Wash.
Mooney Distributing Co., 938 Pacific Ave., Tacoma, Wash.

Or Write Direct to

National Amusement Co.

2345 WEST WASHINGTON BLVD. — LOS ANGELES
26 NINTH ST. — SAN FRANCISCO
1227 S.W. MORRISON ST. — PORTLAND, ORE.

+ THE +

Advance Electric Co.

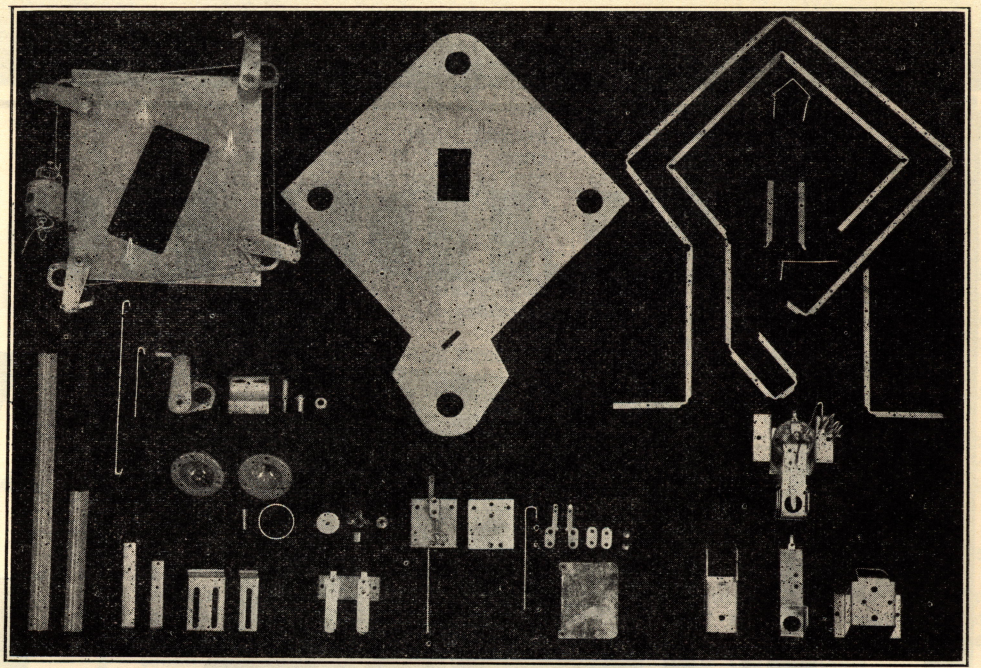
extends thanks to

The Pacific Amusement
Manufacturing Company

—for—

selecting them

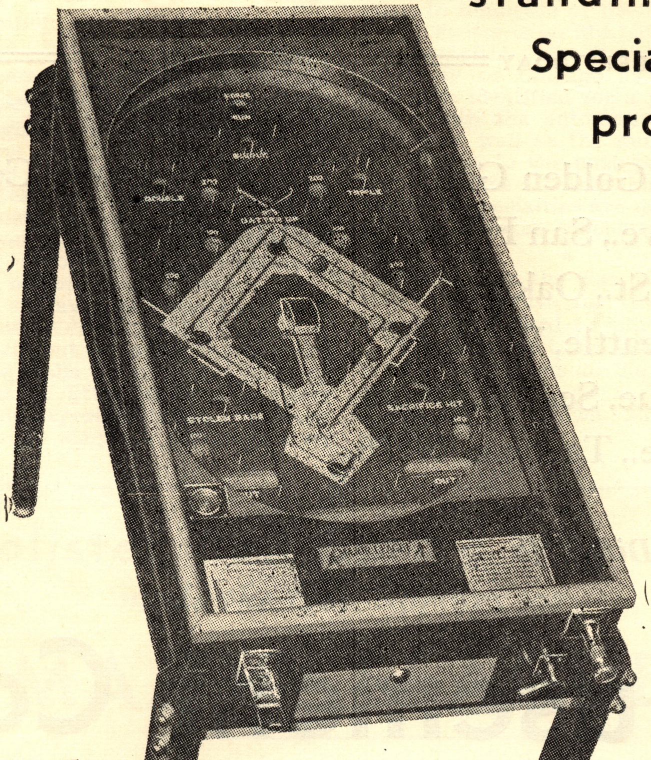
—to—



manufacture and design the essential Power Units and Parts of the

Major League

In the manufacture of this unquestionably outstanding money-making game forty-three (43) Special dies are used which, even to the layman, proves conclusively that neither time nor money were spared to give the trade the finest of all games . . . . . .



* * *

Advance Electric Co.

1260 West Second Street
Los Angeles, Calif.

BRING YOUR ELECTRICAL PROBLEMS TO US

An Appreciation . . . .

of the part we are
privileged to play
in the success of

"MAJOR
LEAGUE"

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Metals of All Kinds

Aluminum, Brass, Bronze, Copper,
Chromaloid, Nickeloid

This Man Should Be Our Customer

One of Our Pleased Customers

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PRINTING

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1545 WEST PICO STREET

Flowers

Editor, THE REVIEW:

Operating conditions in Portland have taken a distinct turn for the better since the advent of the National Amusement Co. on September 1. This company is the first honest-to-God jobber that Portland operators have had a chance to buy games from and the way they are flocking in and buying the new ones is something to write in about.

Pin ball games are licensed here by the city at $5.00 per copy and the license bureau states that there are in the neighborhood of 2,000 games licensed in the city proper. Prior to the coming of the National Amusement Co. it is safe to say that 90 per cent of these games were built right here by manufacturing-operators, most of them being copies of the more popular games built elsewhere. For instance, the CONTACT game, as popular as it has proven to be elsewhere, was conspicuous here by its absence, there being not more than ten or twelve original CONTACTS in the entire city, but there were plenty of imitations. Operators buying original CONTACTS at this late date are emphatic in their statement that the original takes in twice the money that the imitations were doing. Of course, MAJOR LEAGUES, the special pet of the above mentioned company, are the absolute sensation of Portland operators and players alike. There are about 80 of these games on location now and they are being put out every day in new locations.

It is rumored on good authority that Nat. Amuse. McClelland was sort of warned that it wouldn't be any too healthy for him here after a thirty-day period and a meeting called for the purpose of boycotting out-of-town games saw only two operators present, so you can mark up score one for McClelland and it's marbles to dollars that a jobber will always be most welcome here right along, that is, with the independent operators.

There has been a marked increase in receipts here since the end of the dog and horse races and the prospects for business during the fall and winter are very good indeed. More big beer spots, with entertainment, are opening downtown each week and the only fly in the ointment is the possibility of the state liquor control commission refusing to grant licenses to many of the beer spots in the edge of residential districts.

—A PORTLAND OPERATOR.

Three Boys Are PAMCO Grads

LOS ANGELES.—We are pleased to announce the graduation of Mr. Fronte Nichols, Clarence "Inspector" Hade, and Wally "Mop-Head" Brooks.

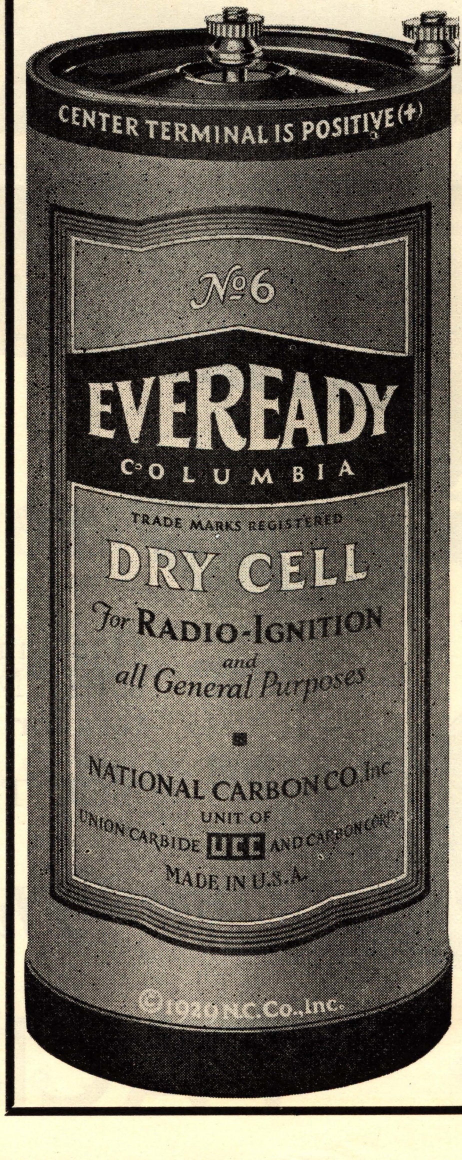
These boys received their B. A. (Bachelor of Assembly) from "PAMCO U,", Southern California division, last month, and are now taking a post-graduate course with the Illinois branch of "PAMCO."

These popular employees of the Pacific Amusement Manufacturing Company were transferred to the Chicago branch by Mr. Fred C. McClellan two weeks ago to supervise the assembly department at the Illinois factory.

They made the trip across country in "Inspector" Hale's car in seventy-two hours. The trip was uneventful, according to Mr. Nichols, though he does report a lot of dead cows.

Mr. H. McClellan, manager of the Pacific Amusement Manufacturing Company, Los Angeles, California, was an interested spectator at the horse races in Pomona last Sunday. He wants to know why it was necessary for the jockeys to use wheel chairs back of the horses.

Pacific Amusement Mfg. Co.
Uses



EVEREADY
BATTERIES
in
MAJOR LEAGUE

Eveready Batteries are made with the greatest skill and best materials which guarantees their uniform reliability and which justifies their selection as standard equipment for CONTACT and other battery-operated games. Forty years of experience stand behind Eveready's high standard of battery excellence.

The Eveready No. 6

Ignition Dry Battery with the METAL SEAL TOP which prevents leakage, bulging and breakage and which is just one important factor in the unusually long life of this superior battery.

National Carbon Company, Inc.

Unit of Union Carbide—UCC—and Carbon Corporation
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IT'S ON!!—The Wor

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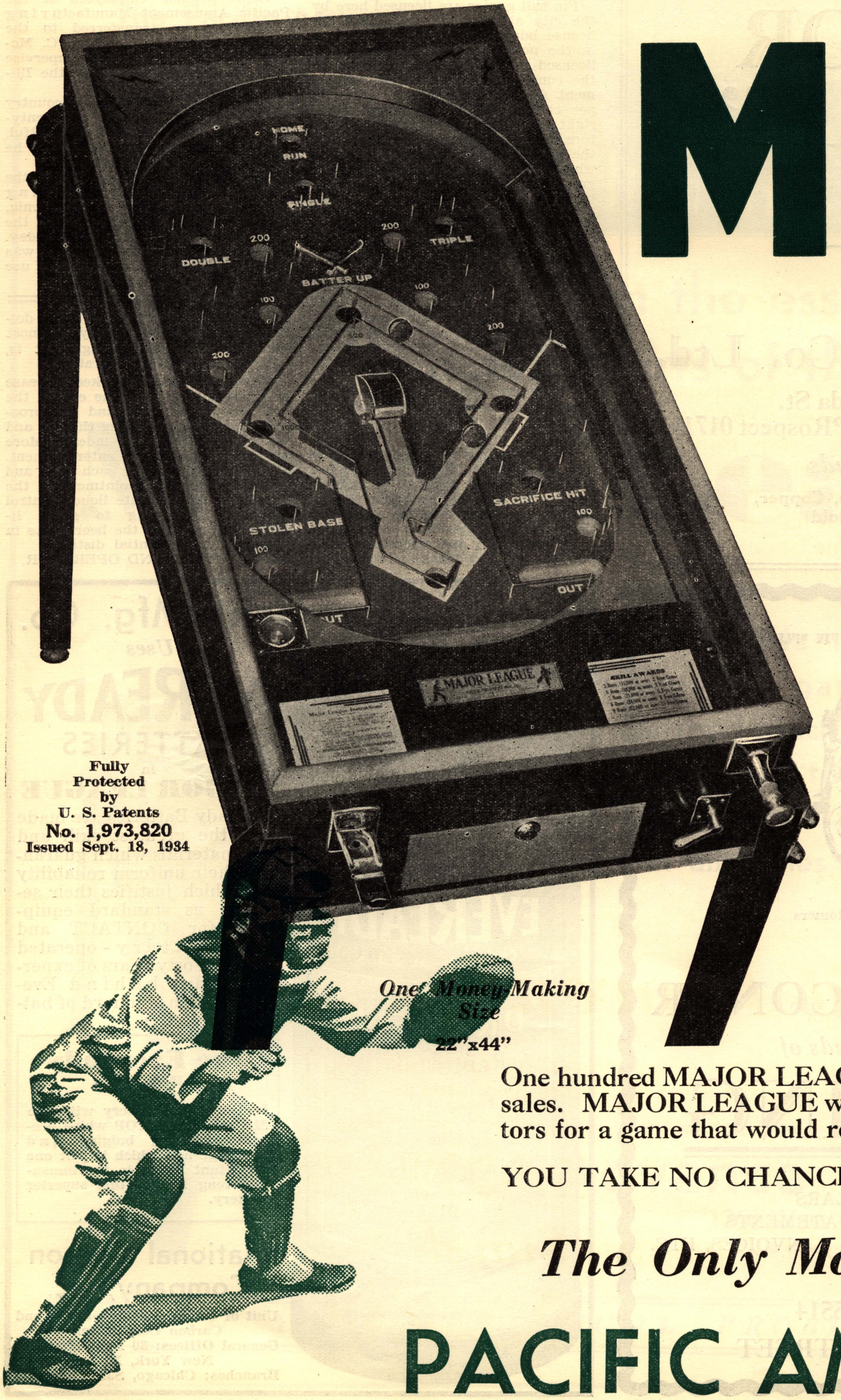

HOME
RUN
SINGLE
200
200
DOUBLE
TRIPLE
BATTER UP
100
100
200
200
SACRIFICE HIT
STOLEN BASE
100
100
OUT
OUT
MAJOR LEAGUE
SKILL AWARDS

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One Money-Making Size

22"x44"

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Interesting, exciting skill has been pu . . . here is a marble game that simu play. . . . How the skillful player can who never before enjoyed marble ga is the King of Automatic Entertainer can feel secure in the knowledge th MONTHS and MONTHS! And a —MAJOR LEAGUE is different. —a sensation on every location. means you start making money imm

- ★ *1. Singles, L*
- ★ *2. Pitcher's*
- ★ *3. Action, A*
- ★ *4. Modernis*
- ★ *5. Takes 5 t*

Abso

One hundred MAJOR LEAGUE games were tested on one hun sales. MAJOR LEAGUE was not manufactured as "something t tors for a game that would really make them money—that would

YOU TAKE NO CHANCE—NO RISK—WHEN YOU INV
AN EXPERIMENT, IT IS A

The Only Marble Game Ever

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Thrilling games of the Series are layed daily on

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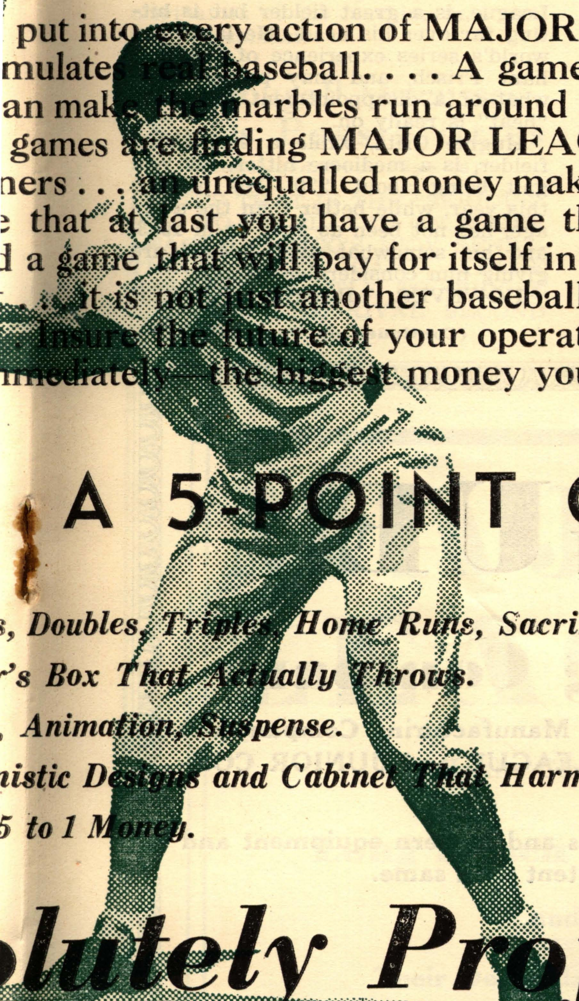
Greatest Game Ever Produced!

put into every action of MAJOR LEAGUE. . . . Never has there been a game so thrilling mulates real baseball. . . . A game that the experienced player forsakes all other games to an make the marbles run around the bases—singles, doubles, triples, Home Runs!! People games are finding MAJOR LEAGUE a new source of amusement. . . . MAJOR LEAGUE ners . . . an unequalled money maker for operators! With MAJOR LEAGUE on location you e that at last you have a game that will stay put—that will continue to make money for d a game that will pay for itself in just a few days on an average location. . . . Make no mistake . . it is not just another baseball game, it is a tremendous money maker—two games in one . Insure the future of your operating business—putting MAJOR LEAGUE on location today mediately—the biggest money you have made in years.



A 5-POINT GAME!

s, Doubles, Triples, Home Runs, Sacrifices, Stolen Bases.

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, Animation, Suspense.

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5 to 1 Money.

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ndred different locations for ninety days before being offered for national g to sell." MAJOR LEAGUE was produced to meet the demands of operald stay on location month after month . . .

VEST IN MAJOR LEAGUE BECAUSE MAJOR LEAGUE IS NOT A POSITIVE, PROVEN SUCCESS.

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MacDougall Discusses World Series Possibilities

NEW YORK—Mickey Cochrane's "team of destiny," the Detroit Tigers, clinched their first American League pennant in a quarter of a century—without throwing a ball.

The Tigers, although idle September 24, automatically succeeded Washington's Senators as custodians of the junior circuit flag when the second-place New York Yankees lost the game here to the Boston Red Sox, 5 to 0.

Lazzeri Ends It

When Tony Lazzeri, the last Yankee batsman up, hit into a double play in the ninth inning against the Red Sox, one of the greatest personal triumphs in baseball became a reality for Mickey Cochrane, who piloted his Bengals to a pennant in his first year as a major league manager.

It was the fourth Detroit pennant since the American League was organized in 1900. The last flag was won for Detroit in 1909. The great Tigers of Ty Cobb and Hughey Jennings days also had won the pennants in 1907 and 1908.

Those were the days of the first Roosevelt in the White House—days of horse-drawn carriages. Since then the horses gave way to automobiles and Detroit became the center of that industry. It was timely, therefore, that Cochrane and his 1934 Tigers swept through to the pennant this year like a smooth-riding high-powered, perfectly clicking machine.

Ruth Hobbles

By an ironical twist of baseball fate, triumph for Cochrane and his Tigers resulted from the very same game of baseball that saw Babe Ruth, baseball's all-time home run king and the most heroic figure the game ever knew, make his farewell New York appearance as a regular major league player.

Ruth's farewell was as dismal and unimpressive as the Tigers' triumph was radiant. Before a paltry 4,000 fans, the great Ruth played only one inning. He was given a walk, and as the barrel-bodied, spindle-legged veteran hobbled down the first-base line, limping from a charlie horse, Myril Hoag was sent in to run for him—and to finish the game in right field. Ruth limped off the diamond, amid a smattering of applause.

At 40, "the man who built the Yankee Stadium" had made his last appearance as a regular in the great concrete and steel bowl—a last appearance in which his beloved Yankees were shunted definitely out of the American League pennant race.

Here's Why

It was a dismal farewell to the city in which he had played for fifteen seasons—the city which his smashing bat had represented in seven world's series. His farewell to New York as a regular proved what's wrong with baseball. Through the apathy of the men who run the Yankees, the Babe's last regular game in his home city was not made a ceremonial occasion. The mayor and other officials should have been there with bands, speeches and presentations. And the stadium should have been jammed to the rails.

But the ceremonies and celebration apparently shifted to Detroit, where Cochrane and his athletes are making final plans to meet either the New York Giants or St. Louis Cardinals in the world's series, opening at Detroit on October 3.

Names Line-up

Cochrane, whose dynamic, driving personality behind the bat and at the helm aided the successful pennant chase, knows whom he will use in the world's series. The black-haired, husky catcher, who became the Tiger's tenth manager when he succeeded Bucky Harris last winter, will use the men who won the pennant.

The former ace backstop of Connie Mack's Athletics will use Rowe, Crowder and Bridges, his best pitchers; and Goslin, White and Fox in the outfield; Greenberg, Gehringer, Rogell and Owen in the infield. Mickey will catch. That's the team, largely, that smashed through to the pennant with a top club batting average of close to .300 and with a top club field average of about .974.

By the time this issue of THE REVIEW comes off the press, the world's series of 1934 will be under way—possibly over.

Bobby Decker, star quarterback of the Maroons in the newly organized professional football league, picks Detroit to win, providing the St. Louis Cardinals do not beat out the New York Giants in the closing days of what has been the most hectic pennant race in many years.

As this is written, the St. Louis two-man pitching staff, Jerome and Paul Dean, are attempting the seemingly impossible task of carrying the Cardinals to the pennant, and, at the time of writing, it does not seem improbable that they will do it.

Decker's judgment carries plenty of weight in that he is a National League baseball star himself, being the property of the Brooklyn Dodgers, and is personally acquainted with many of the men who will appear in the series, having full knowledge of the strength and weaknesses of all the likely participants.

Mr. Decker, who is employed in a technical capacity by the Pacific Amusement Manufacturing Company, builders of MAJOR LEAGUE, in an exclusive interview, discusses the three teams in their respective positions, and rates the players as follows:

1st Base—(1) Terry, Giants.
(2) Collins, Cardinals.
(3) Greenberg, Detroit.

Terry, outstanding in his position, is manager of the Giants, and one of the greatest fielding and hitting stars of all times. His great leadership has lifted a team which, under less astute management, would place far back in the second division. Decker, of PAMCO, picks Terry as outstanding at his position, although Greenberg, a rookie, has been playing sensational ball, and is liable to come through. Terry, as this is written, is battling for the National League batting leadership, and his greater experience, as well as his world's series experience, makes him a tower of strength on both offensive and defensive.

WHEN YOU GET TO FIRST BASE ON **MAJOR LEAGUE,** PAMCO'S NEW SENSATIONAL GAME, A TRIPLE OR HOME RUN WILL SCORE THE RUNNER, GIVING THE PLAYER 3,000 POINTS.

2nd Base—(1) Frisch, St. Louis.
(2) Gehringer, Detroit.
(3) Critz, Giants.

Decker, in picking Frisch over Gehringer, will probably arouse plenty of controversy. The one-time Fordham Flash is the greatest money player in baseball, rising to heights when most depends upon him. Gehringer, unquestionably the best second baseman in the American League, is a great fielder but is hitting far over his head. He lacks the world's series experience of the brilliant Frisch, and may prove somewhat of a disappointment when the "heat" is really on.

Hughie Critz, while a sensational fielder, is a mediocre hitter, his real gait being about .220. His playing this year, while better than the average, has not been as good as in 1933, and his somewhat aged "dogs" are giving him considerable trouble.

HOWEVER, BOBBY DECKER

(Continued on Page 37)

We Are Manufacturers of

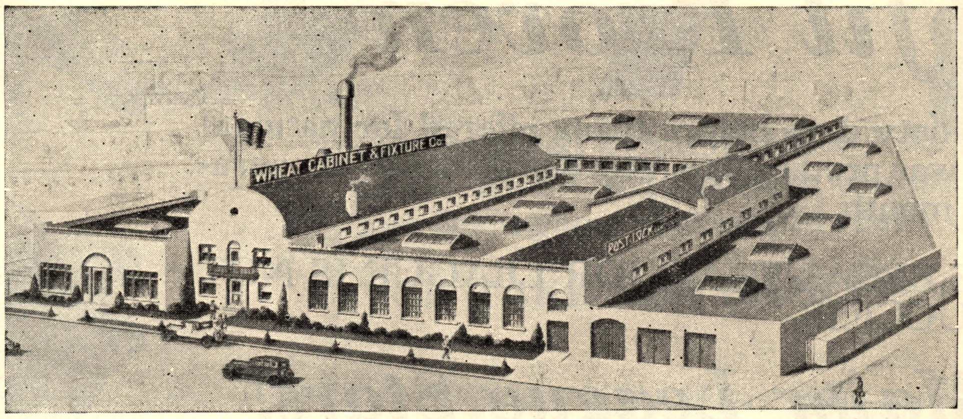
MAJOR LEAGUE

FOR

Pacific Amusement Manufacturing Company

We are very proud to make this announcement owing to the fact that the Pacific Amusement Manufacturing Company are very exacting and require the best in workmanship and quality in producing the MAJOR LEAGUE and JUNIOR CONTACT Games.

We have been established in the cabinet manufacturing business in this territory for 28 years and modern equipment and experience enables us to produce the finest cabinet work at the most reasonable figure consistent with same.


WHEAT CABINET & FIXTURE Co.

WHEAT CABINET & FIXTURE COMPANY
1741-1749 East 15th St. Los Angeles PR. 6066

Periods Influence Cabinet Designs

Operators may not be interested in period furniture but there is hardly one of them, who is married, that has not heard considerable about it. Some will wonder what a subject like this has to do with this industry. First, it is the influence that craftsmen and artisans in the building of furniture have had on the development of today's cabinet designs.

An operator may not appreciate a Duncan-Phythe or Louis XIV or Louis XVI idea in cabinet design, but a great many women customers would when the machine appears in a public place. Some of the early games got ideas from the old furniture motifs in design. The cabinet makers who produce cabinets and legs for various games are very well schooled in different period furniture designs and their application to modernistic ideas.

The Wheat Cabinet Co., which has supplied Pacific with cabinets since their inception, were identified with the production of CONTACT and MAJOR LEAGUE, providing some clever new appeals in game designs, or rather the interpretation of the originators of the machine in a well finished cabinet.

•

MacDougall Discusses Series Possibilities

(Continued from Page 36)

STATES THAT IF THE "SERIOUS" WAS TO BE PLAYED ON **MAJOR LEAGUE,** PAMCO'S NEW SENSATIONAL BALL GAME, THERE WOULD BE LITTLE TO CHOOSE BETWEEN THE RIVAL SECOND BASEMEN.

Short Stop—(1) Travis Jackson, Giants.
(2) Durocher, Cardinals.
(3) Rogell, Tigers.

There is no room for argument here. Decker, in selecting Jackson, picks the greatest short-stop in either league, the "spark-plug" of the Giants, and the fastest man on a double play that baseball has ever known.

MAJOR LEAGUE IS ENDORSED BY MANY STAR BALL PLAYERS, INCLUDING **CHUCK KLEIN,** WHO WAS VOTED THE MOST VALUABLE PLAYER IN THE LEAGUE LAST YEAR; **CHARLIE GRIMM,** THE MANAGER OF THE CUBS, AND **GABBY HARTNETT,** THE PEPPERY CATCHER FOR THE SAME CLUB.

3rd Base—(1) Pepper Martin, St. Louis.
(2) Owen, New York.
(3) Vergus, Giants.

The way Pepper Martin ran wild in the series of 1932 will never be forgotten by baseball fans. The "wild horse of the Osage" should be a "wow" playing MAJOR LEAGUE, says Decker.

In the outfield, the Giants have a little the best of it. Mell Ott, J. Moore and Watkins, with the redoubtable Lefty O'Doule in reserve, or as a pinch-hitter, rate higher than either St. Louis or Detroit. True, "Goose" Goslin, White and Fox have played great ball all summer, but the consistency of the Giant trio—both in the field and at the bat—make them one of the greatest outfields of the past decade. In this department, the Cardinals display real weakness, and outside of Medwick do not rate as a good AA outfield.

MELL OTT WOULD CERTAINLY BE A SENSATION PLAYING **MAJOR LEAGUE.** THAT GIANT OUTFIELDER COULD SMACK THAT HOME RUN HOLE ALL DAY, AND IT WOULD BE A REAL TREAT TO SEE HIM STEP UP TO THE GAME, BEAR DOWN ON THE PLUNGER AND SHOOT THOSE MARBLES AROUND.

Charlie Grimm says: "I have played many skill games all over the country, but never did I think it would be possible to make as clever a game as MAJOR LEAGUE, and it gives me plenty of thrills and excitement playing."

This statement, coming from such an authority on baseball as Charlie Grimm, the manager of the Chicago Cubs, is ample proof of the merits of MAJOR LEAGUE.

Behind the plate is where Detroit begins to show their real strength. Cochrane, far outclassing Davis of the Cardinals, and Mancuso of the Giants. Mickey, in his first year, has done something which even the famous "Georgia Peach" could not accomplish, in piloting Detroit to an American League pennant. A shrewd, careful handler of pitchers, Cochrane is without equal behind the bat. His great throwing arm insures few stolen bases, and, WERE HE PLAYING **MAJOR LEAGUE,** THAT STOLEN BASE HOLE WOULD CERTAINLY BE OF LITTLE USE.

Another great catcher, **GABBY HARTNETT,** made the statement in St. Louis the other day:

"I get a big kick out of playing MAJOR LEAGUE. The same strategy that I employ on the baseball diamond, can be used in playing this fine game. I am happy to endorse MAJOR LEAGUE because it gives me many hours of genuine recreation."

If St. Louis gets into the series, the Dean Boys should be able to win four games themselves, and they would have to do this, if the Cardinals were to come through with "Gonfalon." Hallahan, Haines and Mooney have had very poor years. IN **MAJOR LEAGUE,** THE PITCHER DISHES THE MARBLES UP WITH ALL THE SPEED OF WALTER JOHNSON AND LEFTY GROVE. ALL DEPARTMENTS OF PROFESSIONAL BASEBALL ENDORSE **MAJOR LEAGUE,** UNQUESTIONABLY THE GREATEST ACTION GAME OF ALL TIMES.

In the opinion of Bobby Decker, Detroit's pitching staff, under the capable handling of Cochrane, outclasses the Giants. Hubbel has not been effective the latter part of the season. The Giants cannot get any runs behind the effective pitching of Fitsimmons, while Parmalee and Schumacker may come through. For Detroit, "School Boy" Rowe, Fischer, Crowder, Bridges and Auker are going great guns.

IF THE PENNANT RACE WERE TO BE DECIDED ON PAMCO'S GREAT GAME, **MAJOR LEAGUE,** THERE WOULD BE NOTHING TO CHOOSE BETWEEN THE RIVALS.

Summed up, Decker looks for Detroit to outclass the Giants in batting, in the box, and in the field, with the Giants having a little the best of it in the outfield, but looks for the Dean Boys to pitch the Cardinals to the world's championship if St. Louis beats out the Giants for the National League flag.

The series may have been decided when THE REVIEW appears, and Decker's judgment may have proven all wet—however, when the boys in the "Hot Stove" League get together during the long winter months, they can replay the series on MAJOR LEAGUE. THEY CAN GET THEIR SINGLES, DOUBLES AND TRIPLES AND HOME RUNS. LIKE PEPPER MARTIN, THEY CAN RUN HOG WILD ON THE BASES. OR, LIKE THE DEAN BOYS, DISH THEM UP ON THE PLATE FROM THE PITCHER'S BOX—LIKE MELL OTT, THEY WILL SMACK OUT A FEW HOMERS OR BOUNCE THEM OFF THE FENCE FOR TRIPLES—BUT IN ANY CASE, THERE IS NO PLAY THAT WILL COME UP IN THE 1934 WORLD'S SERIES THAT DOES NOT COME UP ON PAMCO'S GREAT BASEBALL GAME, **MAJOR LEAGUE!!!**

MAJOR LEAGUE

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Long Beach Operators

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Their Demands Are Being
Supplied by

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Long Beach, Calif.

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ON

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LEAGUE

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Ovations Given It by Enterprising
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PUSH-PULL SWITCH

After the batteries, wiring, bells, and ejectors are hooked up, the essential item that must be dependable under all conditions is the pushpull switch. It governs the action of the bells and ejectors. Finger touch response is necessary for quick Contact. We tested many hook-ups before we selected the S & M PUSH-PULL SWITCH, product of the

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Because this product was reliable it filled the need perfectly. There is no danger of short-circuiting or of anything going wrong with the S & M product. This switch helped make Contact the most popular game being played today.

We also solicit quotations on other electrical parts, stampings, and small assemblies.

Sacramento Has Sensible Ordinance

SACRAMENTO. — An ordinance covering the operation of all types of coin controlled machines recently passed by the city council has come in for considerable comment from operators who claim it is one of the fairest and most sensible ordinances in the country.

The ordinance places a tax of from 60c per year per machine to $15 per year per machine on various types of equipment.

The complete text of the ordinance follows:

ORDINANCE NO. 626,
FOURTH SERIES

Be It Enacted by the Council of the City of Sacramento:

SECTION 1. Section 98 of Ordinance No. 18, Fourth Series, passed September 22, 1921, is hereby amended to read as follows:

VENDING MACHINES

Section 98. For each person, firm or corporation conducting the business of selling goods, wares or merchandise by means of vending machines, the following:

All 1c and 5c merchandising machines, $.60 per year. (All machines sometimes giving tokens or slugs excluded.)

All other merchandise machines, $1.00 per year. (All machines sometimes giving tokens or slugs excluded.)

Coca Cola and bottle vending machines, $2.00 per year.

Pin games, marble games, and games operated for amusement only, $4.00 per year.

All other slot machines, $15.00 per year.

On the gum, candy, apple and cigarette machines owned and operated by a licensed merchant, when vending merchandise licensed for, no charge shall be made.

This tax shall in no way license nor permit the operation of a machine which is unlawful under State law or local ordinance, nor license nor permit the operation of a lawful machine in an unlawful manner.

SECTION 2. Ordinance No. 558, Fourth Series, passed July 23, 1932, is hereby repealed.

SECTION 3. This ordinance shall become effective July 1st, 1934.

PASSED June 7th, 1934.
EFFECTIVE: July 1st, 1934.
THOS. P. SCOLLAN,
Mayor.
Attest:
H. G. DENTON, City Clerk.

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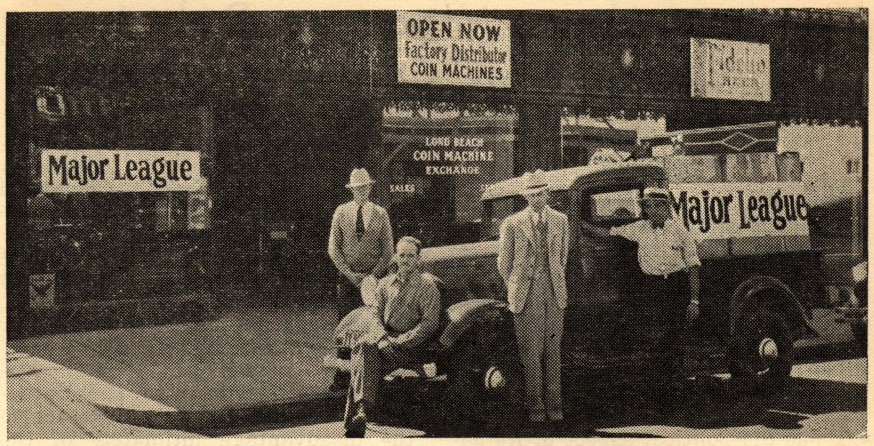

Above is shown Mr. Joe Richarme of the Long Beach Coin Machine Exchange and his handsome new truck which he has just purchased to handle his increasing Major League business.

Left to right are: Leonard Wark; W. A. Thompson, expert MAJOR LEAGUE service man; Claude Eshelman and Joe Richarme.

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We acknowledge Standard's FELT as a major contribution to the appearance and playing qualities of MAJOR LEAGUE. It backs up our glass front, making it secure and dust-proof. Unseen, this feature may never be appreciated by the players, but you operators know how the playing field can become dusty and then scratched by the balls in play. You know, too, that an attractive finish that is protected from the dust is going to stay that way and keep up the play. Seasoned operators will appreciate this protection. That's why we chose the fine product made by

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Venders Have Vigorous Debates On Concession Commission Rates

15 to 20% Suggested as Fair Rate. Code of Ethics Planned. Meeting Night Changed

LOS ANGELES.— The matter of concession commission rates was a topic for vigorous debate at the meetings of the Western Vending Machine Operators Association.

It was pointed out by the associations' secretary that many capable minds of the day look for more actual inflation than has heretofore taken place in meager disguises and, leaving out the political aspect of its advantages or disadvantages, the fact remains, he said, that it will have its effect on overhead and merchandise costs. He warned that this was a time to be hedging or cutting or at least maintaining reasonable commission rates to concessions in order that reserves might be built up to tide through a period while the public and business is adjusting itself to more extreme or actual inflationary conditions. This, he stated, would be more rational than entering into ruthlessly competing or "cut-throat" commission agreements, not only because of the unfavorable boomerang such practice would mean to the operator engaging in it, but also because of the damage which would be caused more fair practicing operators who might feel forced to follow in their wake to keep locations.

Members said that such commission rates as 30 per cent, 35 per cent and even 50 per cent were known to have been paid. It was agreed that a "live-and-let-live" rate was from 15 per cent to 20 per cent and surely not more than 25 per cent under the most extenuating circumstances.

Members also agreed that if operators kept an honest record of their profits and did not "kid" themselves on more or less invisible overhead they would find that high commission rates cannot practically be paid. Intimations were expressed that operators who pay such exorbitant rates may be found to be "shorting" the count on pennies to the owner of concession. Others may adjust their machines so that only a small penny's worth is dispensed. These practices, it was said, not only react to the disadvantage ultimately of the operator engaging in them, but also cast a serious reflection against the industry by the public in general. The association secretary asked the Committee on Fair Business Ethics to report cases of exhorbitant commissions being paid with the view of the association officially making friendly representation to the payers of such rates, pointing out the human and economic folly of such expense. Serious consideration was given the plan of bringing commission rates under a code authority with consequent penalties for violations in the event that such representations fail to accomplish fair results.

Although these commission problems were held next in importance to tax problems, the recent tax situation was again reported on by committee members and others and, notwithstanding some unfavorable development in outlying communities, the Los Angeles situation was said to be very favorable and official action was looked for at an early date. Attending members expressed appreciation of the association's efforts and, especially of the committees' defensive action in the tax matter. The vast benefits to be derived from membership in the association were illustrated by actual accomplishments along this line to date. Greater attendance of members was urged in order that more intimate or personal enthusiasm be evidenced to encourage the association's executive board and the various committees to which have been assigned important tasks. In an interview with The Review by the association's secretary, it was explained that meetings of the association are now held in the evening of the second Monday of each and every month instead of on Tuesdays as heretofore. It was also mentioned that a drive is constantly on for new members and that those who contemplate joining the association as well as present members should get in touch with the secretary by telephoning Cleveland 64382 to learn of the time and place of the next big rally to be held at a popular restaurant downtown where dinner will be served at no extra cost above ordinary monthly dues.

In response to reference by the treasurer to past due membership fees it was suggested and agreed that a constructive policy be followed wherein, under unfortunate circumstances, members who have become unwillingly delinquent in dues be allowed to maintain their membership in good standing provided current dues of 50c per month be paid and payments made on past fees be made up as soon as conveniently possible, this policy conforming to the splendid cooperative spirit which has characterized and strengthened the organization so much during the past year.

A request to the Review asks that all publicity mediums when using the reference "operator" so qualify the word as to define kind of machines operated such as "merchandizing or vending machine operator" or "amusement game operator," reason for this being that in many important issues the public has often confused one with the other, the Western Vending Machine Operators Association being largely made up of merchandising or merchandise vending machine operators. Advertisers and, others, they say, will be mutually benefitted by recognition of this definition.

Steps are to be taken to establish a code of ethics among members in order that the association may win official recognition of various retail and other trade bodies to the end that the time will come when only members in good standing of the association will be recognized when locations are solicited. Under such a plan the association would become a clearing house to promote goodwill for operator members with the location owners.

September's meeting was in the form of a free dinner at Boos Bros. cafe and attendance was good considering the meeting was held on an "off" evening instead of on Monday, the regular meeting day. Another free dinner meeting will be held at Boos Bros., 530 South Hill street, Monday, Oct. 8, 6:30 p. m., when members need only bring their regular monthly dues to entitle them to the free full meal in comfortable atmosphere.

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Majik Keys Holds Interest

LOS ANGELES—In the modern pin game the player must be given a game that will sustain interest to the last ball played if operator, location, jobber and manufacturer will profit from the sale of the game.

With that thought in mind the Allied Amusement Company of Los Angeles is offering to the trade an entirely new and different idea in pin game construction. The game is called MAJIK KEYS KICKER and the name describes the game. Key holes are arranged at the top of the board, which, when made, open up gates that allow balls to roll into higher score pockets. The action is entirely mechanical, noiseless and a real thrill to see.

Interest is sustained to the very last ball for the game is provided with an electric kicker located at the bottom of the board which propels balls up the board to higher score holes at the lower end of the playing field. On MAJIK KEYS KICKER it is absolutely possible to win a poorly played game with the very last ball.

Operators have been quick to realize the money making potentialities of this game and thousands of them are now on location throughout the country. Mr. R. S. Diller, head of the Allied firm, states that his firm is now capably represented by jobbers throughout the nation and that operators will experience no difficulty in getting MAJIK KEYS KICKER from their nearest jobber.

•

"Are you the man who saved my boy from drowing when he fell off the dock?"

"Yes."

"Well, where's his hat?"

Information

THE REVIEW maintains a complete legal file containing court decisions favorable to the operation of pin games, diggers, etc., in various sections of the country.

This file will be loaned to any responsible parties needing it.

Retlaw Gives Ops Submarine

LOS ANGELES—The Retlaw Company is celebrating its occupation of their new quarters at 2206 West Temple Street by announcing a new game in this issue of THE REVIEW.

When interviewed by a REVIEW reporter, Mr. C. Walters, head of the firm, stated: "In all our three years of experience in building games we have never seen anything like SUBMARINE. It is new, novel and entirely different. Eight months of experimental engineering work was required in the perfection of this game. We are deeply indebted to Mischa Gluschkin, chief engineer and designer for one of the large Hollywood studios, for the unique and unusual mechanical features of this new game. It is in anticipation of large scale production on SUBMARINE that the Retlaw Company has taken their fine new quarters and modern factory. We are sure the trade will share our enthusiasm for SUBMARINE."

MORRIS
MANUFACTURES
CABINETS
For the
"HIT" Games

◆

Let Us
Figure on Your Needs

◆

Morris Furniture Mfg.
Company
4433 So. Alameda, Los Angeles, Calif.

Heavy Foreign Demand for Wurlitzer Simplex

NORTH TONAWANDA, N. Y.—The demand for good music is universal, and music itself is not the exclusive possession of any one race or country. However, from Spain to China and from Mexico City to Buenos Aires, there seems to be a decided preference for "American jazz" and it is reported that orchestras which are favorites in the States are well known and liked all over the world.

As a result of this decided preference for "American jazz," it is evident that the coin-operated automatic phonograph should prove widely popular in foreign markets. It is believed by officials of the Rudolph Wurlitzer Manufacturing Company, at North Tonawanda, N. Y., that automatic phonographs are as adaptable to export trade as they are to domestic use. It is well known that the automatic phonograph is rapidly becoming as much a part of the standard equipment of places catering to the public as are the soda fountain, bar or other equipment necessary for the conduct of the business.

Recent reports from the Rudolph Wurlitzer plant indicate that the Wurlitzer-Simplex is appealing strongly to operators of coin equipment in foreign markets. Wurlitzer officials claim that it is as easy to equip instruments with slots and chutes of the proper size to accommodate foreign coins as it is to install slots and chutes for United States coins.

According to H. E. Capehart, general sales manager of the Rudolph Wurlitzer Manufacturing Company, the Wurlitzer-Simplex is believed to be an ideal instrument for the export trade.

"I say the Simplex is the perfect instrument for export trade because of its remarkably natural tone and its great mechanical efficiency and simplicity," Mr. Capehart said. "Our experience with operators in this country has proved to us that service calls are reduced to a minimum in Simplex locations."

The Wurlitzer Export Corporation, with offices at 67 Wall Street, New York City, handles the foreign distribution of the Simplex Automatic Phonograph. Mr. H. A. Sillcox is in charge of foreign sales for the Rudolph Wurlitzer Manufacturing Company. Mr. Sillcox, who is well known in foreign markets, is said to be kept busy with inquiries and negotiations from overseas operators relative to territorial arrangements for the Simplex Automatic Phonograph.

L. B. OPERATORS SUGGEST $50 FEE

LONG BEACH—The Long Beach Amusement Games Association held its sixth meeting since its organization, on Tuesday evening, September 25. The meeting took place at the quarters of the Long Beach Coin Machine Exchange. An enthusiastic gathering was on hand.

The constitution and by-laws were discussed and were adopted and passed by a majority vote. Some stickers and cards were sold and dues were collected.

Long Beach operators are planning with the city council to make a separate ordinance for amusement games, to include an initial fee of $50 for the first machine and $2 for each machine thereafter. It will also arrange to have the licenses transferable from one machine to another.

The Association is doing well and membership is increasing rapidly. Through the Association the operators are getting better acquainted, and their co-operation is splendid. It is safe to say that there is no friction among operators in Long Beach.

•

Yreka Has Unique License

YREKA—The city council ordinance No. 180, passed in March of this year, sets forth a staple rate of taxation for the operation of coin-operated machines.

Section 16 of the ordinance states that a monthly license fee of $1.67 per machine must be paid by operators for every coin operated device they operate that takes from 1c to 5c. From 6c to 10c the amount is $2.50 per month. From 11c to 15c the amount is $5 per month and from 16c to 25c the fee is $8.34 per month.

The tax is collected whether a business owns its own machines, or rents them, or whether they are installed on a commission or percentage basis.

•

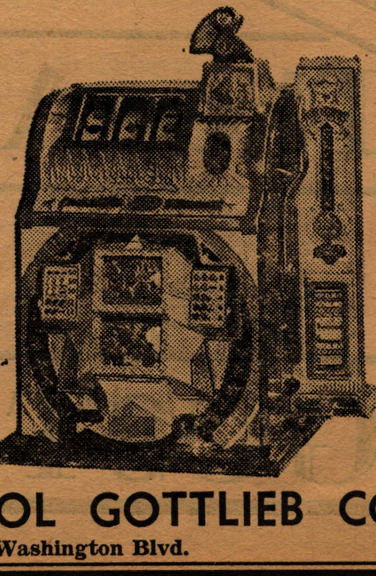
Teacher: "Who can give me a sentence using the word fundamental?"

Ikey: "My sister went out horseback riding and when she came home for lunch she had to eat fundamental."

BURKE ORIGINAL
GOLD AWARD FRONTS
$12.50

When Ordering Be Sure And Give Make, Model and Number of Machine

Beautiful Colors and Design Simple to Install Will Stand the Gaff Big Flash Jackpots and Gold Award Display



Samples at the above 5 Lot Price During Oct.
After watching the popularity of this front for the past year and comparing it with others we have found the Burke Original Gold Award Front to be the outstanding success on the market today.
DOING THIS FOR OLD MACHINES:
Modernizes and Increases Player Appeal
Increases Pay Many Times.
One Operator Boosted His Average Pay on 100 Machines 5 Times.
Insures Your Present Spots
Gets New Locations
The bugs are out; you can sleep at night. Get a larger cash bag and order your fronts today!

SOL GOTTLIEB COMPANY
1347 West Washington Blvd. Los Angeles

The Most Unique Game Ever Developed. SEE IT TODAY!

ACTION

ELECTRO BALL COMPANY
1200 Camp Street
Dallas, Texas

Seattle Ops Gather at Al's

SEATTLE.—The showrooms of Al Gustafson have become the mecca for operators in search of new and modern money-making equipment and the best on the market can always be found there.

Prior to the arrival of Gustafson in Seattle the supply of machines available to operators was very limited. Only a few factory tie-ups resulted in just a few machines being shown on the floor of the previous firms. Since the arrival of Al operators are being treated to a dafly change in scenery at 126 Elliott Avenue, West. New machines from all parts of the country are arriving almost daily and operators, for the first time, have an opportunity to see and play every new machine offered the operator.

Much praise is due Gustafson for his honest endeavors to give the local operators a 100% jobbing house.

Open House For Bromberg

LOS ANGELES.—On Wednesday, October 10th, the Irving Bromberg Company will hold open house at their elaborate and new quarters at 2922 West Pico street. Operators are all cordially invited to visit the establishment at any time throughout the day.

Irving Bromberg, head of the firm, has just returned from one of his periodic visits to Chicago and reports a lot of new merchandise arriving for display in his 10,000 square feet of display space.

Chicago Lock Is Pickless

CHICAGO—A pickless lock is now one of the advantages of the new locks being offered operators by the Chicago Lock Co.

W. C. Shinn, president of the firm, has created a lock that defies the picker. It is called the Ace lock. The locking mechanism is contained in a cylinder similar to nearly all styles of locks but the approach to the lock by means of the key is entirely different. Shinn claims it is impossible to obtain the services of a locksmith who can pick the Ace lock.

Roland G. Loop represents the Chicago Lock Company on the coast and maintains a complete stock at 815 E. Washington Blvd., in Los Angeles.

●

MENTION THE REVIEW TO ADVERTISERS.

Ops Smoker Coming Up

LOS ANGELES.—Sometime during the latter part of this month the entertainment committee of the local operators Association will hold the first of a series of smokers and stag parties planned for the fall and winter season.

Decision to hold the parties was made at a meeting of the membership held at the Musician's building on September 28th. On the committee in charge of preparations are Sol Gottlieb, chairman, and Joe Orcutt and Abe Chapman.

Out-of-town operators who would like to be counted in on the first big smoker and stag are asked to get in touch with THE REVIEW or with Sol Gottlieb.

EXHIBIT'S
ELECTRO
Golden Gate
SELECT-EM

SIGNAL
-HIT-ME-
Major League
SPARK-PLUG

Winners

They All Hit the Spot

CLOSE-OUT
USED MACHINES

FLEETS
TRY GATES
AIRWAYS

WORLD'S SERIES
BLUE RIBBONS
21 VENDERS

CONTACTS
FORWARD PASS
AND OTHERS

AL. GUSTAFSON

126 Elliott Avenue, West
Seattle, Wash.
PHONE GARFIELD 6412

HOLD and DRAW

Rock-Ola's Newest Counter Game Sensation

Deliveries Start Very Shortly

Place Your Order Now!

$29 50 **F. O. B. Chicago**

SIGNAL SPARK PLUG

Immediate Delivery

$59 50 **F. O. B. Los Angeles**

$29 50 **F. O. B. Chicago**

WE ARE PACIFIC COAST DISTRIBUTORS

SUPER-8

Built by Stoner of Aurora

$39 50 **F. O. B. Aurora, Ill.**

Flying Trapeze + Merry-Go-Round + Major League

Golden Gate + Big Bertha + Champion

NEW WORLD'S SERIES

In Original Cartons

$12.95

Limited Quantity

• NEW COUNTER GAMES •

GIRO DICE GAME **SELECT-EM**

FUTURITY **LITTLE JOE**

— SPECIALS IN USED GAMES —

Senior Contact (Light Board)	$30.00	Senior Super 6 Flash (5 foot)	$17.50
Junior Contact (Light Board	35.00	Masterpiece, 5 Foot	15.00
Senior Contact (Dark Board)	25.00	Metropolitan, 5 Foot	15.00
Junior Contact (Dark Board)	25.00	Advance, by Seeburg	15.00
Forward Pass, Sr. De Luxe Cabinet	30.00	Premier	15.00
Forward Pass, Sr. Plain Cabinet	25.00	Triple Passe	15.00
1 Mills Automatic Pay-out, Floor Sample	45.00	1 Rocket, Floor Sample	35.00

(Above Used Games Subject to Prior Sale)

We Are in the Market for All Types of Used Slots, Cash or Trade

MOHR BROTHERS

2916 West Pico Street
Los Angeles, California

Two Phones: ROchester-8924, REpublic-9470

The Most Unique Game Ever Developed. SEE IT TODAY!

ACTION

Advance Automatic Sales Co.

3126 Elliott Ave.
Seattle, Wash.

1082 Golden Gate Ave.
San Francisco, Calif.

Exhibit Uses New Type Assembly

CHICAGO—The Exhibit Supply Co., located on Chicago's great west side, now heads for first in the pin-game field, with a modern, spacious, well-equipped shop, producing hundreds of Exhibit's great pin-games daily. High-speed production has been introduced and successfuly accomplished by means of a giant automatic wheel. As the automatically timed wheel turns, mechanics—each expert at his particular job—adds his bit to the assembly of a great game. This highly specialized form of production, known as the "carrier system," makes it possible to speed up or diminish production at a moment's notice.

The Exhibit Supply Company is truly a manufacturer. All games are designed, developed and tested, parts manufactured and placed into production within the shop. The coin slots, tattle tales, and special features are all made at the factory. Each part is inspected and tested by trained men before it is used in the line of production. The final inspection is thorough, thus assuring a mechanically perfect game to the customer.

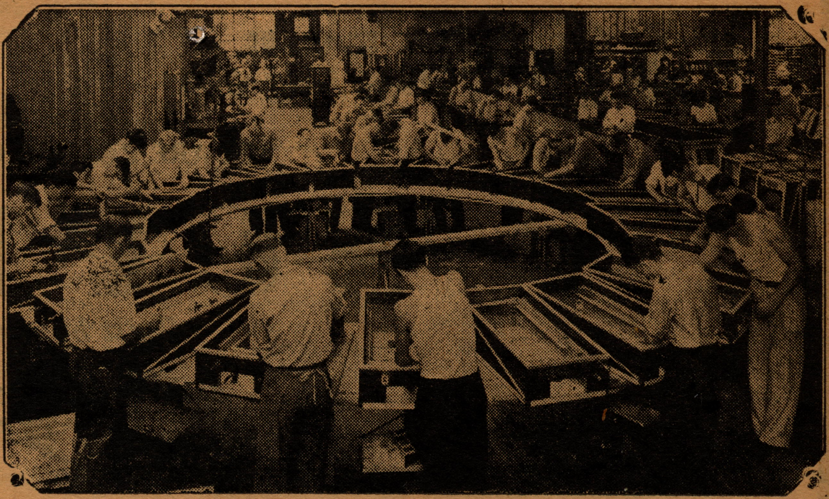
By means of the giant wheel—an innovation in production methods—Exhibit Supply Company attains high speed, quantity production, and can assure immediate delivery of new games when the interest is at its peak.

•

Henry Represents Gottlieb Company

LOS ANGELES.—Paul Henry, for the last year assistant to Sol Gottlieb and floor salesman, leaves October 4 for all the northern cities, including San Francisco, Portland, Seattle, Tacoma, Boise, Salt Lake City.

Exhibit's Wheel Assembly



◆

NOVELTY IMPORTING COMPANY

NOVELTY MERCHANDISE
L. H. STRICKLER, Owner and Manager
Southern Pacific Building, 36-40 Steuart Street
SAN FRANCISCO, CALIFORNIA
Telephone: SUTTER 0889

ONE OF THE FINEST LINES OF PREMIUM AND NOVELTY MERCHANDISE IN THE WEST

We Carry in Stock More Than 500 Items Suitable for Premiums on Pin and Marble Games, Digger Machines, Punch Boards, etc.

See Our Display of Merchandise Directly Imported by Us or Write Us Your Requirements

Golden Gate—Electro Lightning—Lightning

Three Proven Winners Now on Display in Our Showrooms

CALIFORNIA DISTRIBUTOR
FOR
EXHIBIT SUPPLY COMPANY

◆

You Can't Go Wrong!!

Brand New - In Original Cartons

WORLD'S SERIES $12.00 EACH

F.O.B. SAN FRANCISCO

At this price you can use them for a route through the country. At this price you can put them in any corner grocery store and make real money. There is only a very limited supply left and first come, first served.

Super '8

We received a sample shipment of five about a month ago. We sampled them out among a few operators to see what they would do—and they did plenty. The result is that we have been oversold ever since. Here is your chance to buy a new game in the popular Junior size at a price that gives you a chance to come out on top. Orders filled in rotation at

$39.50

American Beauty

WITH THE AUTOMATIC SCORING ADDING DEVICE. On the market for four months and they are still our "Best Seller."

$37.50

COUNTER GAMES

$29.50

HOLD and DRAW

Quiet in operation, fast, so attractive that it will fit in with a million dollar store, and with the age-old appeal of Draw Poker. Nuf Sed.

SPARK PLUG

The automatic pay-out counter game and for the first time in coin machine history a pay-out game that is priced right.

OUR LIST OF USED GAMES IS COMPLETE

We have everything and they are all reconditioned and priced right. Allow us to quote on what you want.

BALL GUM

The famous Five Star brand.
At our special price of............ **$11.50** per case
Freight prepaid anywhere in U. S. A.

Every New Machine That's Worthwhile in Stock

Major League Signal Spark Plug Champion
Hold and Draw Merry-Go-Round Big Bertha
American Beauty and Many Others

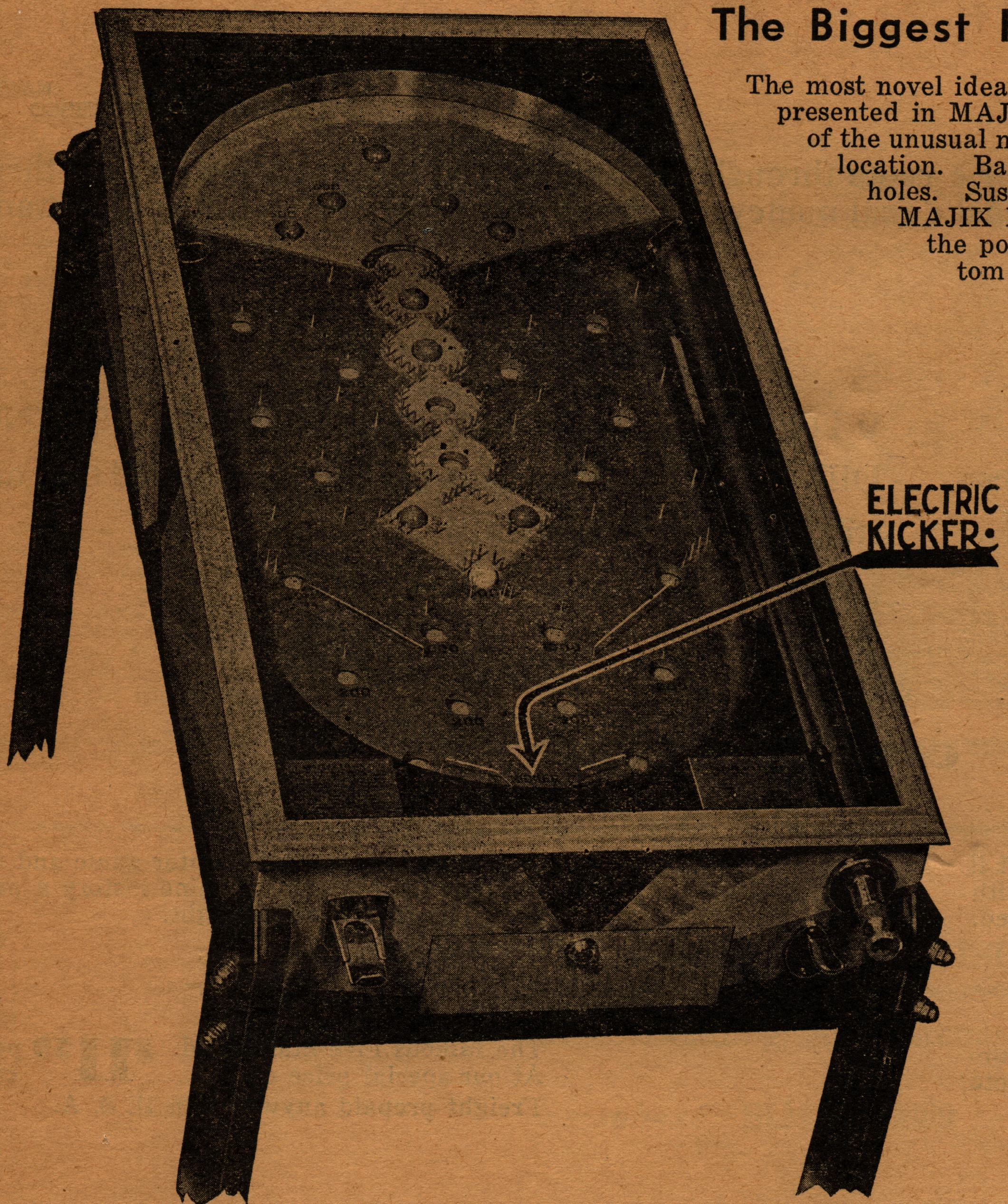
Seattle, Washington
Western Distributors, Inc.
3126 Elliott Avenue

San Francisco, Cal.
Advance Automatic Sales Co.
1082 Golden Gate Avenue

California Flashes Again!

Out of the West Comes the Best

MAJIK KEYS KICKER



The Biggest Hit in Pin Game History

The most novel ideas ever incorporated in any pin game are presented in MAJIK KEYS KICKER. This predominance of the unusual makes this game a prime favorite on every location. Balls are actually projected into various holes. Suspense is carried to the very last ball. MAJIK KEYS KICKER is the ONLY game with the possibilities of winning at the top and bottom of the playboard.

ABSOLUTELY THE GREATEST OF ALL VALUES!

Standard 19x38

$39.75

Junior 22x44

$49.75

Leading the Field in demand and money making ability

There are 5 Key Holes at the top of playboard. Balls falling into Key Holes open up corresponding locks which opens the way for the Pay Center Holes.

At the bottom of the playboard is an ELECTRIC KICKER which projects all balls coming into contact therewith to the possible high numbers at the lower end of the table.

MAJIK KEYS KICKER is truly a fascinating game. It offers a combination of skill play and luck that is irresistible. A player can win with the last ball projected into the 5000 hole. Get set today with MAJIK KEYS KICKER—a consistent money maker.

SPECIFICATIONS

- **Fine Inlaid Veneer Cabinet**
- **Solid Mahogany Legs**
- **Cheat-proof Visible Coin Chute**
- **Fool-proof Ball Lift**
- **Chromium Metal Work**
- **Anti-tilt**
- **Two-tone Playboard**

SOLD BY JOBBERS EVERYWHERE

Allied Amusement Co.

1228 South Olive Street
Los Angeles, Calif.

Wurlitzer Sales Convention

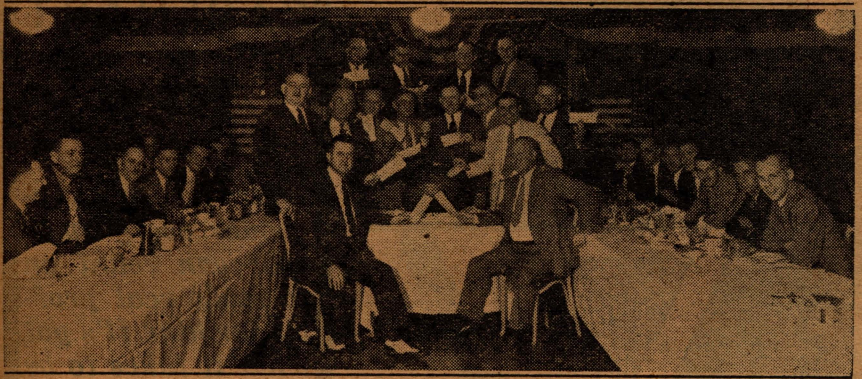


Photo shows salesmen cutting the Wurlitzer "profit melon" brought to the convention by H. I. Drollinger of Houston, Texas. W. E. Simmons, Los Angeles representative; F. M. Madsen, San Francisco; and R. Q. Kramer of Denver did not attend the convention and Mr. Capehart, salesmanager of the firm, is now in the West visiting each of them.

•

WURLITZER HOLDS BIG SALES CONVENTION

Simplex Phonograph Sales Organization Has 3-Day Session at North Tonawonda

NORTH TONAWANDA, N. Y.—The field organization of The Rudolph Wurlitzer Mfg. Company, makers of the Simplex fully-selective automatic phonograph, came in from their respective territories to attend a three-day convention at the mammoth Wurlitzer plant in North Tonawanda, N. Y.

All men except those representing the company on the Pacific Coast and Rocky mountain states were present at the meeting. The convention officially opened on Sunday, Sept. 2, with a get-together dinner and closed Tuesday night, Sept. 4. The time was divided between meetings at the Wurlitzer plant in North Tonawanda and at the Buffalo hotel, Buffalo, N. Y.

Mr. Farny R. Wurlitzer, president of the Wurlitzer Company, opened the business session with a welcoming address which foretold many of the things the company is doing and has in mind for further concentration of Simplex phonograph business with the operators.

Homer E. Capehart, general sales manager, made full use of the time, presenting to his organization the merchandising policies of the company in the distribution of the Simplex phonograph. The many things the company is doing to give phonograph operators the most outstanding instrument for their needs were pointed out and thoroughly covered during the remaining business sessions.

In commenting on the policy of confining the sale of the Wurlitzer Simplex to phonograph operators Mr. Capehart said:

"We believe in the phonograph operators of America. They are the logical ones to handle coin controlled music equipment. Operating is their one and only business and they know their business.

"Music is in universal demand. It has always produced good profits in the coin operated field. It is fundamentally right that the coin machine operator should handle the distribution of music vendors.

•

SYM Novelty Buys Business

PORTLAND.—The SYM Novelty Company, headed by Mr. Schaeffer, has purchased the Pacific Amusement Company, jobbing firm, from C. B. McClellan. Mr. McClellan has gone to Chicago to join his brother, Fred C. McClellan and take over the position of sales manager with the Pacific Mfg. Co. there.

Are You Driving Nails in Your Own Coffin?

SELECT YOUR JOBBER AS YOU WOULD SELECT YOUR PHYSICIAN

We have had many years experience handling coin - controlled machines.

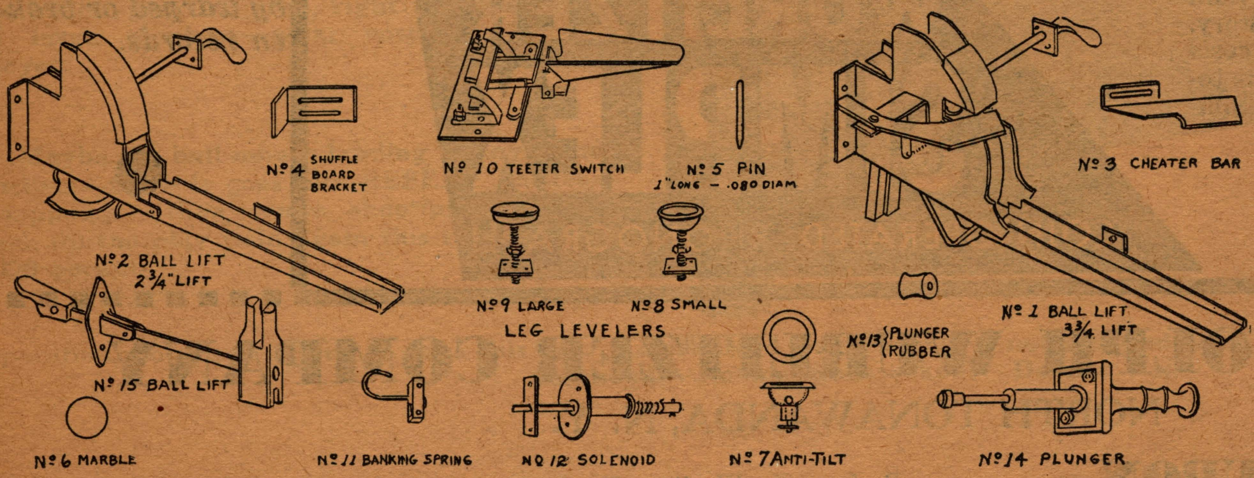
CONSULTATION FREE

Why buy your equipment from your competitor? We do not operate, neither do we knowingly sell locations. Hence we are not your competitor.

JOHN GOODBODY 1824-26 E. Main St., ROCHESTER, N. Y.

M. T. DANIELS 1025-27 University Ave., WICHITA, Kan.

WILHITE PARTS Play a Part in MAJOR LEAGUE



We illustrate above a few of the Coin Machine parts we carry in stock. If you don't see what you want here—we'll make it for you.

WILHITE MACHINE WORKS

1245 SOUTH HOPE ST., LOS ANGELES, CALIFORNIA

SEE US FOR

Tools, Dies, Metal Stampings, Hand and Automatic Screw Machine Products, Spinnings, Experimental Work, Complete Manufacturing Service, Special Machinery Built, Wrought Iron Work, Welding, Grinding, Spot Welding, Gear Cutting, Lathes and Machinery for Rent.

Remember EXHIBIT!

ORIGINATED THE FAMOUS "OUT-BALL" RETURN

and NOW EXHIBIT!

gives you **"DOUBLE PROFITS"** another original money making **FEATURE**

BUY YOUR OUT BALLS BACK AS MANY TIMES AS YOU LIKE

As much as 35c intake per game possible.

NO EXTRA SLOT
NO EXTRA CASH BOX
NO TROUBLE MAKING Inefficient Mechanism

AVAILABLE WITH OUR GREAT MONEY MAKER **"ELECTRO"** (optional without extra cost)

When ordering, specify "DOUBLE-PROFITS" the "buy back" feature.

Deliveries positively in rotation as orders are received.

"DOUBLE PROFITS" is not an attachment. Must be ordered from factory on new equipment only.

Write or → SEE YOUR JOBBER

EXHIBIT SUPPLY CO
4222-30 W. LAKE ST.
CHICAGO

You'll line up more paying locations with the

WURLITZER-SIMPLEX

COIN-OPERATED
AUTOMATIC
PHONOGRAPH

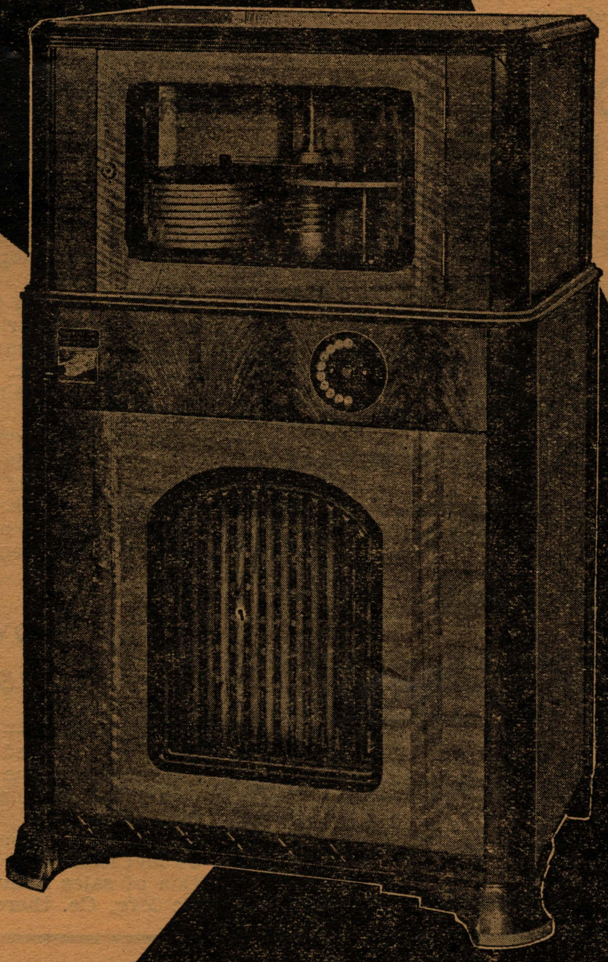
HERE'S a music-vendor that will satisfy any location — an automatic phonograph with plenty of class for any type of customer.

The Wurlitzer-Simplex is as strong on appearance as it is on performance. The handsome cabinet of beautifully matched walnut veneers commands attention and fits into any interior. It's easily handled — yet amply large to be impressive — 48½" high, 30¼" wide, and 20¾" deep.

Its tone can't be matched for beauty and realism — and its mechanical simplicity and efficiency are unrivalled, reducing service calls to the minimum.

And — don't forget the Multi-Selector— the exclusive Wurlitzer-Simplex feature which enables patrons to select from one to ten recordings at a time and repeat them if desired — buying a full hour's entertainment at once.

Operators all over the country are doing record-breaking business with the Simplex — piling up bigger profits — lining up more paying locations. If you want a year-round proposition that's proving itself the biggest money-maker in the field today — you want the Simplex Story. Don't delay—every day you wait costs you money. Write, wire or phone us today for full details of the Wurlitzer-Simplex Proposition.



WURLITZER SIMPLEX

COIN-OPERATED PHONOGRAPH

HOMER E. CAPEHART *Says*

"Here's a music-vendor every operator can count on to make real profits for him. It's got what it takes to be the greatest money magnet of them all. Line up with the Wurlitzer-Simplex and you'll not only line up more paying locations—you'll be in line for your biggest profit-making year."

●

The Wurlitzer-Simplex is mechanically simple and highly efficient. Its reproducing system is the result of much careful experiment and the tone of the instrument is truly uncanny in its realism and fidelity to instrument and to voice. Each record is in a separate container which removes all possibility of patrons being disappointed by warped or broken records.

●

THE RUDOLPH WURLITZER COMPANY

NORTH TONAWANDA, N. Y.

GET THIS COUPON OFF TODAY

Take Your First Step Toward Wurlitzer-Simplex Profits

Rush me the Wurlitzer-Simplex story. I want more paying locations

Name .... Address..

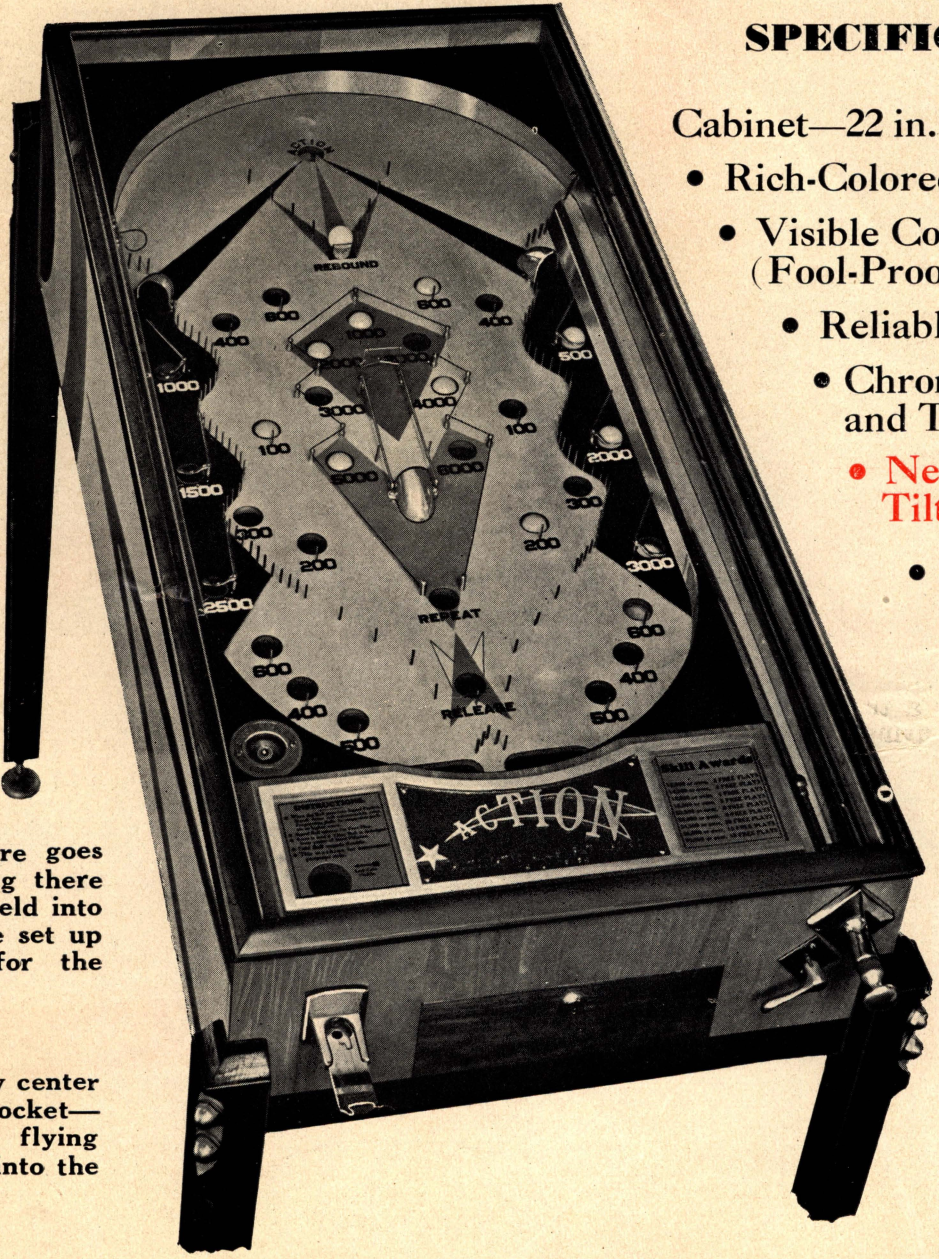
City .... State..

IT IS HERE!

ACTION

The Most Fascinating Game of the Year

By HARRY WILLIAMS



ACTION GALORE

Imagine This Action In One Game—

★ Ball hits Action Pocket, disappears then comes flying out of a funnel into one of the side guarded areas—and closes gate.

—What Action

★ Ball misses Action Pocket, hits rebound kicker wow! There it goes crazily all over the top of the board.

—Alive With Action!

★ Release pocket is hit—bang! There goes the out balls back for free play—Zing there goes the release ball shooting up the field into the center guarded area, right into the set up of large numbers—what suspense for the player.

Tremendous Action!

★ Maybe the ball misses landing in any center pockets—there is goes into REPEAT Pocket—disappears — then comes shooting — flying back up the play field again this time into the 5000 pocket.

—Stupendous Action

SPECIFICATIONS

Cabinet—22 in. by 46 in.

- Rich-Colored-Hardwood.
- Visible Coin Chute (Fool-Proof).
- Reliable Ball Lift.
- Chromium Hardware and Trimmings.
- New Sensitive Anti-Tilt Device.
- Novel Scoring Feature.
- Simple Mechanism.

Operators' Price

$58 50

F.O.B. FACTORY

Operators, you can't afford to miss this one. Guaranteed Bug Proof! If not satisfied with ACTION within 7 days your money refunded. No questions asked! Do not wait.

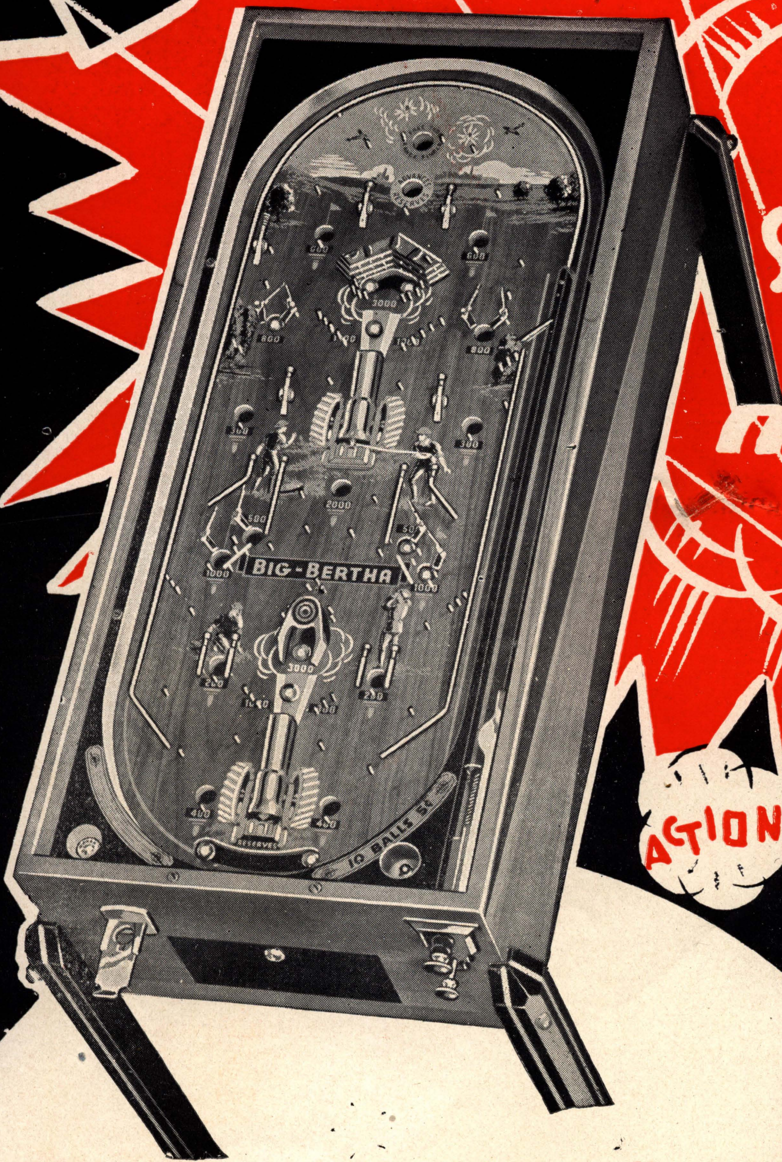
Order Today. See Your Jobber
Write, Wire or Phone

AUTOMATIC AMUSEMENTS CO.

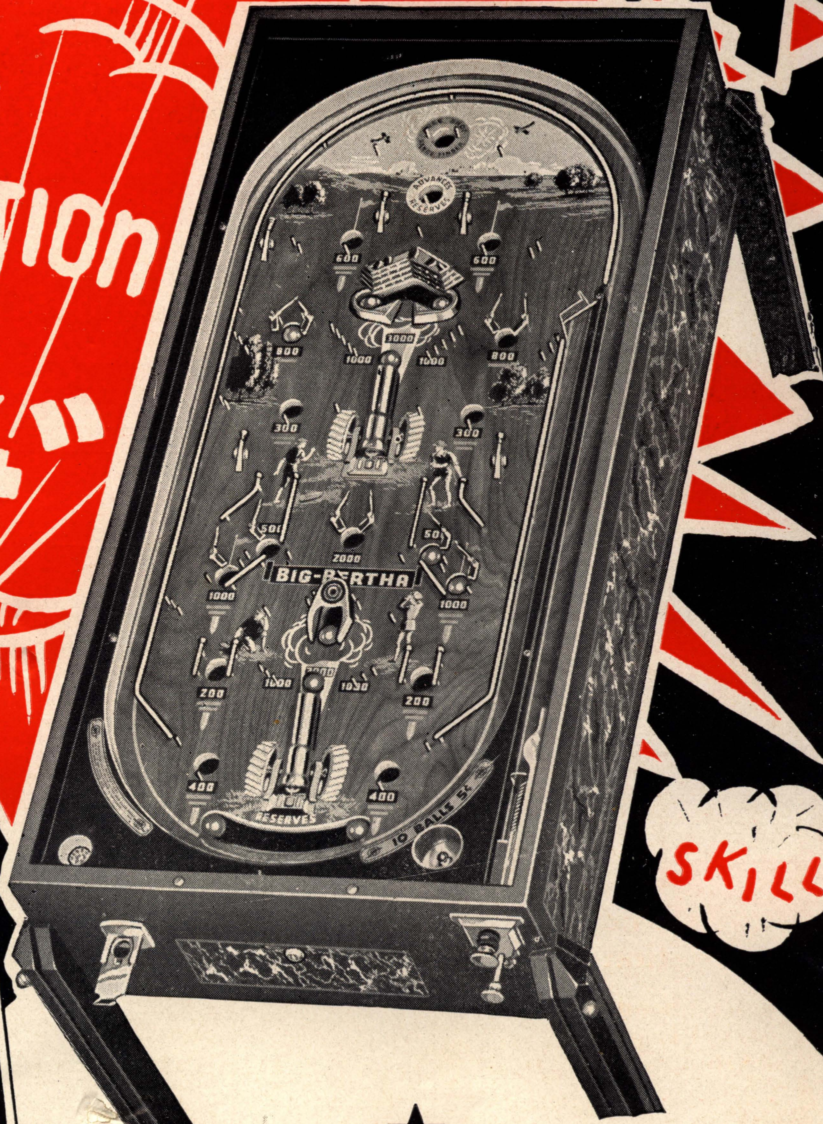
2534 WEST PICO ST.
LOS ANGELES, CALIFORNIA
Phone: EXposition 0833

BIG BERTHA

THE SENSATION OF "34"



ACTION



SKILL

BIG BERTHA "Junior"

SIZE: 41" Long; 19" Wide

"America's Most Beautiful Pin Game"

BIG BERTHA is acclaimed all over the country the "SENSATION of '34." The new, smooth, skill-play action, plus the super-beauty of the game itself, attracts and HOLDS the players hour after hour. The realistic, shooting cannons where skill players can accumulate the balls for high scores appeal to every location. The "Range Finder" hole with ringing bell action presents a new style of marksmanship to pin game players. The "Reserve" hole that makes "free plays" of all "out" balls borders on the miraculous because of its precision gauged, skill-thrill action. The new style cannon rebound springs act as hazards and force the ball to struggle teasingly down field.

BIG BERTHA IS A WINNER!!

BIG BERTHA "Junior" has a two-toned, natural redwood cabinet. Solid, new style, reinforced, 2-tone modernistic striped legs. The "Zephyr" Lift and Plunger Combination has a new style measuring gauge. Two beautiful, highly polished metal cannons. New rifle trap holes, balls remain on the board, rifles cross each other and close the hole to further balls. Bell rings when ball enters "Range Finder" or "Reserve" holes. LAST COIN VISIBLE. 4-Way Tilter. Perfect Steel balls for speedy play.

ORDER FROM YOUR JOBBER TODAY!

★

BIG BERTHA "Senior"

Size: 46" Long; 22" Wide

"America's Overnight Sensational Big Game"

There's no better way to judge any game than what it can earn ON LOCATION. BIG BERTHA has double and, in many cases, trebled the play of any other machine on the same locacation, bringing in

BIGGER PROFITS CONSISTENTLY

week after week. As the weeks go by, the play gets greater, because—BIG BERTHA HAS THE MOST FASCINATING SUSPENSE ACTION OF ANY PIN GAME EVER BUILT. Never two scores alike. Never is any player certain he has mastered the game and it has become easy for him. BIG BERTHA IS DIFFERENT! It grips and HOLDS attention in a NEW WAY that is bringing the BIGGEST, STEADIEST PROFITS to operators everywhere. BIG BERTHA is America's SUPER pin game. BIG BERTHA "Senior" has a new idea grey toned, marbleized cabinet that fits perfectly in the most exclusive de luxe locations. Large size glass marbles. Double score marble. Smooth, speedy, skillful action. Large, handy money box. BIG BERTHA "Senior" is the perfect size for de luxe locations EVERYWHERE.

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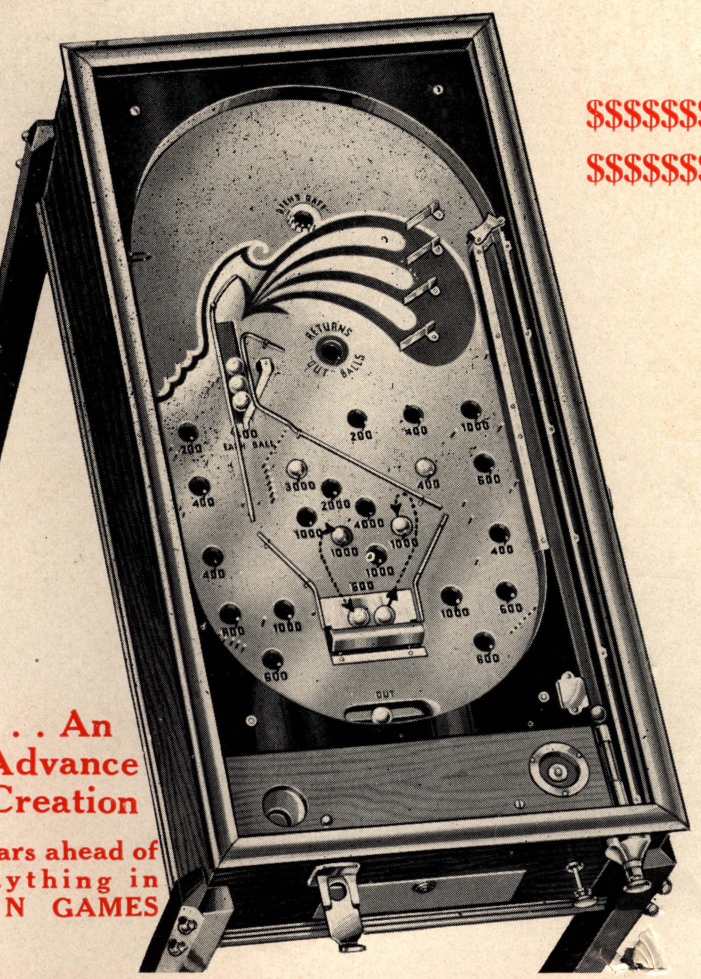
GOLDEN-GATE

EXHIBIT'S GREAT TRIUMPH



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.. An Advance Creation

years ahead of anything in PIN GAMES

Conforming to EXHIBIT'S strict policy . . . to make EXHIBIT games far more profitable to all operators . . . like all other EXHIBIT Products, "GOLDEN-GATE" has been thoroughly tried . . . positively tested and proven to be a GREAT MONEY MAKER on actual locations before placed on the market.

"GOLDEN-GATE" was instantly accepted by players . . . and unanimously acclaimed the most marvelous . . . the most thrilling pin game ever seen or played.

You too, Mr. Operator, will admit so . . . players on your locations will prove it.

"GOLDEN-GATE" is dedicated to the players' demand "MORE GAME for the Money" and FAR MORE MONEY for OPERATORS.

It has been designed to be the most attractive pin game ever seen. Players and Operators will marvel at the mirror-smooth, spacious playing field . . . finished in a beautiful rolling green . . . red guiding lanes to gauge shots . . . to the gangway . . . and silver field . . . trimmed with sparkling chromium-plated rails and fittings. Cabinet finished in two-toned walnut. All in all . . . if "GOLDEN-GATE" could not supersede anything else . . . to meet the players' demand . . . and make more money for operators . . . EXHIBIT would not produce it.

The Talk of America

DOUBLE ACTION . . . TRIPLE ACTION and THRILLS . . . in a flash of a second . . . such as never dreamed possible . . . are some of the great surprises and new features of "GOLDEN-GATE."

Down . . and uphill shooting balls . . . to the left . . . to the right . . . new advanced scores expected with every shot of a ball. Not a discouraging or dull moment when playing "GOLDEN-GATE" . . . fascinating to the last ball.

It incorporates the famous EXHIBIT ORIGINAL "OUT" Ball Return Hole . . . a great EXHIBIT contribution to operators . . . that has won back pin game players everywhere.

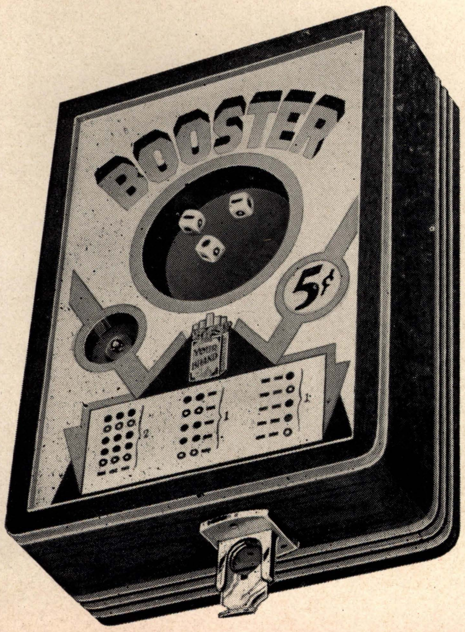
Built in two popular sizes . . . 19x38 in. and 21x44 in. Last coin played is always visible at a glance of the eye.

Provided with specially selected smooth rolling balls.

Has ANTI-TILT proof indication to avoid cheating. Simple trouble-proof mechanism that saves time and attention.

EXHIBIT'S FAMOUS COUNTER GAMES

WITH NEW CABINETS AND New Designed PLAYING FIELD



BOOSTER

The popularity and demand for this famous EXHIBIT counter game has never ceased since its introduction. All operators say,—it's the peppiest of all dice games and a fast money maker.

Three machines in one—is the BIG feature that made the BOOSTER—a big hit—and big producer for operators. Can be had with 3 different sets of dice—the "AD-EM-UP"—"SALES STIMULATORS"—and the world renowned famous "BELL and FRUIT" characters—provided with corresponding reward cards.

14" long; 10" wide; 4" deep.

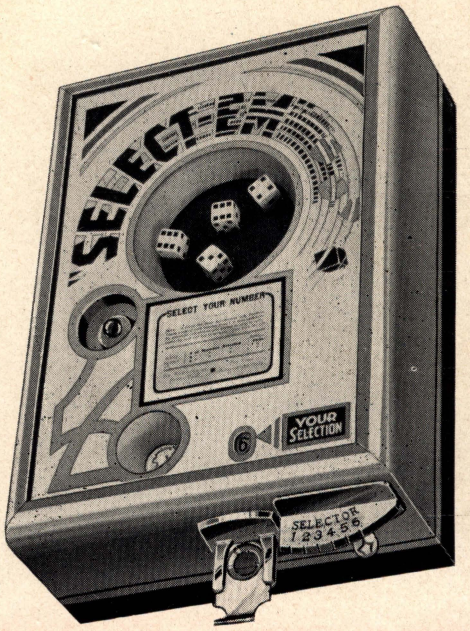
"Select 'Em"

It's just that kind of a Dice Game players want—and nothing else—a dice game that lets 'em play their own lucky number to win.

Talk about—"fascination"—"action"—"attraction" and "playing power" — "money maker"—here you've got it all combined in "SELECT-EM."

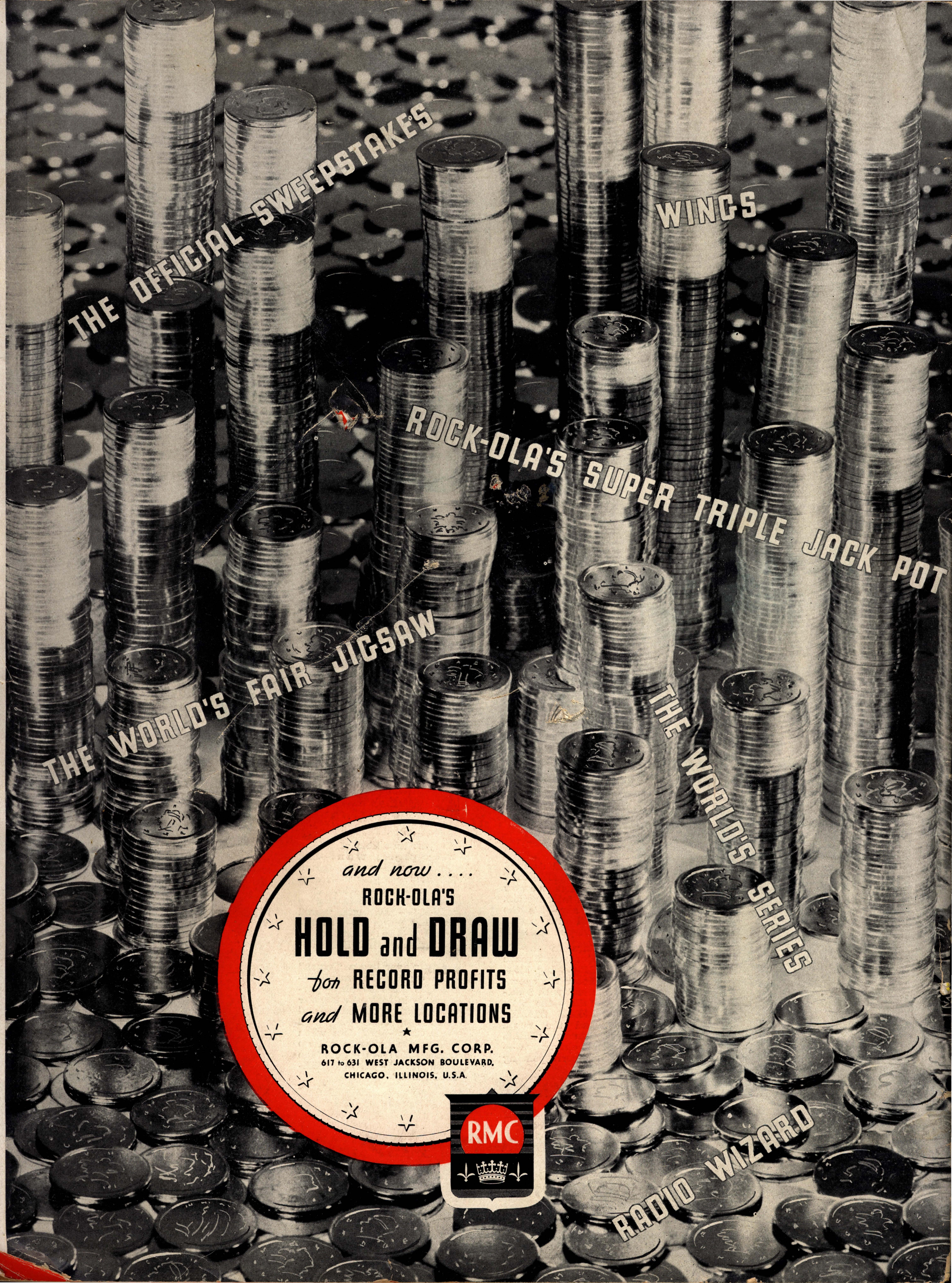
Every player has a "hunch" on a certain dice number—that he likes to play—particularly in that ever popular dice shaking 26 game—and remember those—"big and little dicks"—and Joes when rolling the bones in a crap game. NOW—he gets the same thrill—playing "SELECT-EM."

14" long; 9½" wide; 5¼" deep.



Manufactured by EXHIBIT SUPPLY CO., 4222-30 W. Lake St., Chicago.

See Your Nearest Jobber—Exhibit Supply Company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